ST

DEKALB
AUBURN
CITY
HISTORY
STORY
B9

Price $3.00

DOES NOT CIRCULATE

# The AUBURN Story

## The Classics Come Home

R629.2
AUB

GENEALOGY

R
629.2
AUB
(IC)

# THE AUBURN STORY

DO NOT CIRCULATE

## the classics come home

James D. Kroemer, editor

Kevin Beuret, contributing editor
Randy Byal, contributing editor

## Table of Contents

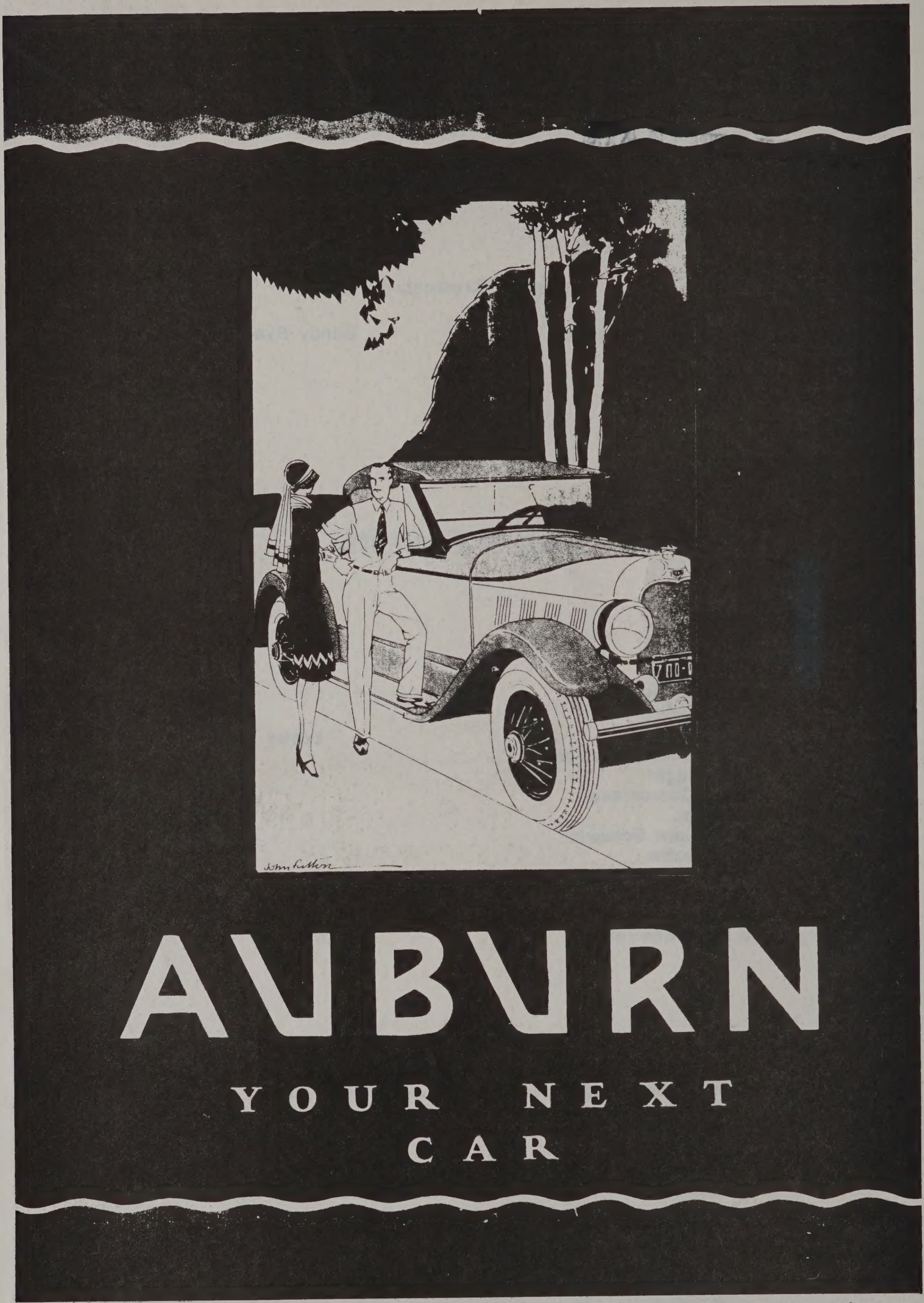
| | |
|---|---|
| Auburn | 2 |
| Cord | 8 |
| Duesenberg | 12 |
| E.L. Cord | 17 |
| Reunion photos | 25 |
| Restoration | 33 |
| 1972 Reunion | center section |
| Auburn Auto lives on | 43 |
| Bob Knight | 49 |
| Baby Duesenberg | 51 |
| Replicas | 54 |
| J. William Goodwin | 57 |
| The Heaths | 62 |
| Arthur Lieberman | 66 |
| Pete DePaolo | 68 |
| Auction | 70 |
| E.W. Zimmerman | 74 |

**Compiled and edited by the staff of the Auburn Evening Star as a special holiday supplement. Special thanks to the following, whose cooperation and assistance in producing this book was invaluable:**

**The ACD Festival Steering Committee of the Auburn Chamber of Commerce:**

**Del Johnson, vice president, Foley Pattern Co., Inc.**
**Jack Randinelli, vice president, Auburn Federal Savings and Loan Assn.**
**John Martin Smith, attorney at law, Smith & Quinn**
**Mike Wagner, president, The Wagner Co.**
**George Witwer, publisher, The Evening Star**
**The Auburn Chapter of Tri Kappa Sorority**
**Randy Ema, Auburn historian**

**Copyright, 1972, The Auburn Evening Star.**

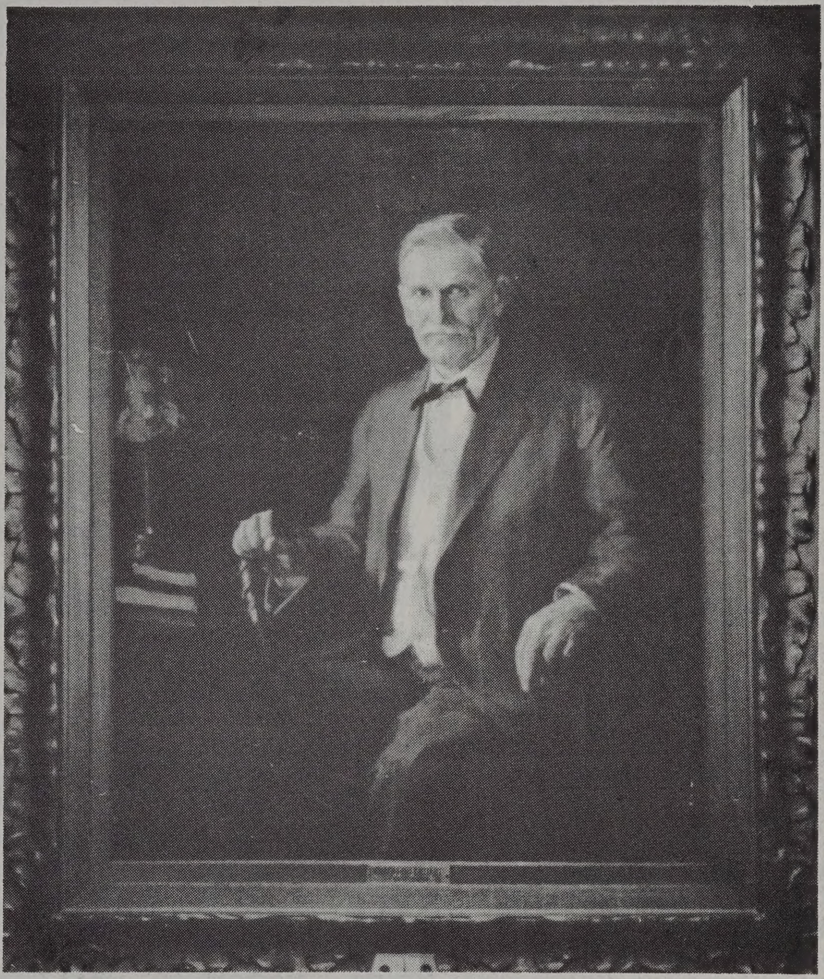


If the Chrysler Corporation motto seemed vaguely familiar now you know why. 'Your next car,' appeared on the cover of a brochure advertising the the 1934 line of Auburns.

From the Eckhart Public Library collection

# Auburn had humble start

## Story of classic began with young carriage-maker



This portrait of Charles Eckhart was painted late in Mr. Eckhart's life by Robert Grafton. It hangs in the Eckhart Public Library.

The story of one of America's classic automobiles really began in 1857, when a 16-year-old boy, hoping to ease the burdens on his debt-ridden parents, left his home in Germantown, Pennsylvania and began the lonely trek West.

Before he had traveled far, the youth encountered a carriage-maker and asked to become his apprentice. Within three years he had mastered the trade, and following service in the Army of the Potomac and a series of wanderings between his home state and the Midwest, he settled in Auburn, Indiana and made carriages there for the rest of his working life.

This Pennsylvania lad who made good was Charles Eckhart, and within a few years of his retirement the company he founded became the Auburn Automobile Company.

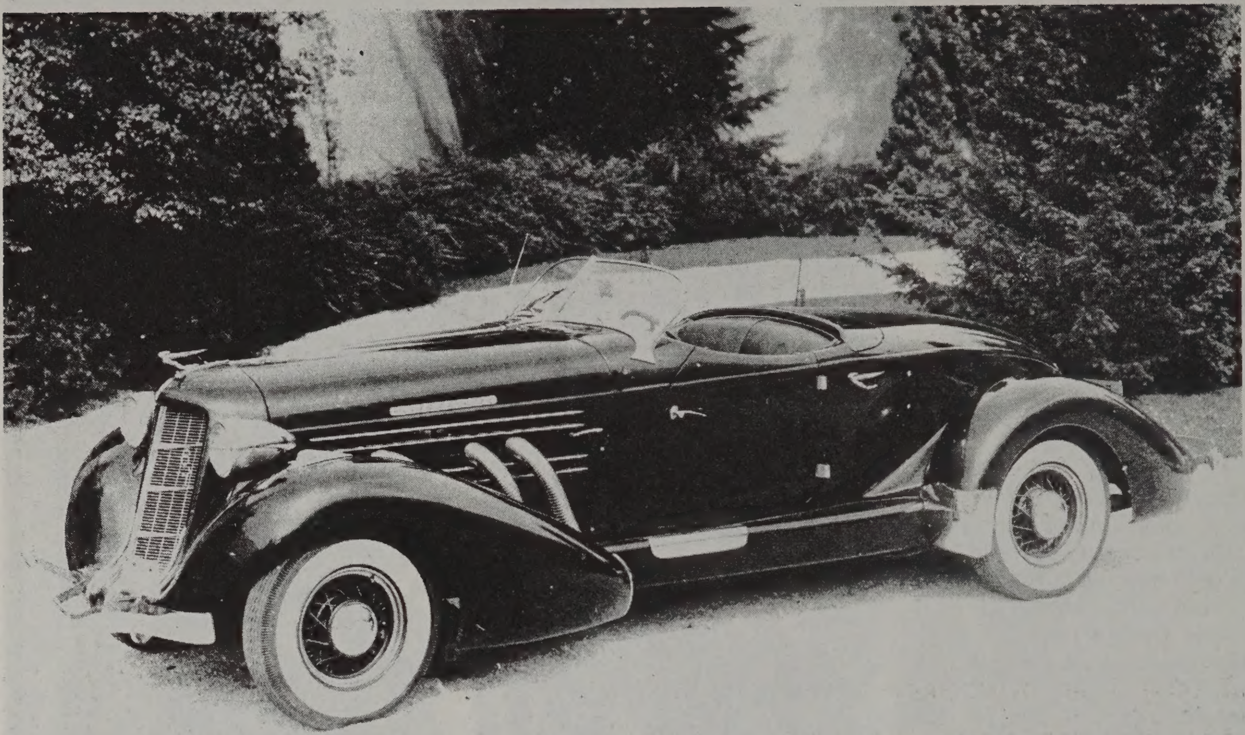
Horatio Alger, that ponderous old apostle of self-reliance, would have loved Charles Eckhart. Rigorously righteous—perhaps, in the fashion of his day, even a little self-righteous—Eckhart neither smoked nor drank, and looked with severity upon those who did. His conduct, public and private, was consistently beyond reproach. His was indeed a virtuous life, bounded by a pure and terrible Victorian morality that prided itself on knowing all the answers.

This is not to suggest that Eckhart was bigoted or tyrannical. Nor, for that matter, was he the least bit penurious. He donated land for a city park, and, thanks to him, Auburn became the smallest city in the United States to boast of having a Y.M.C.A. Eckhart even bested Andrew Carnegie by providing the land for a magnificent library building, complete with its own parcel of parkland and a whimsical fountain.

No mere cold-blooded philanthropist, Charles Eckhart genuinely loved his townsmen, and they loved him in return. When he died in 1915, he was mourned as a civic patriarch—which, of course, he truly was.

At the time of Charles Eckhart's death, Auburn Auto was a steady if not exactly bustling enterprise. Control of the carriage company had passed to two of Eckhart's sons at the time of his retirement in 1893, and sometime around the turn of the century—the exact date is obscure—the Eckhart brothers began building motor cars for a structly local market.

A few years passed, and the Auburn Automobile Company began to take itself rather seriously. By 1905 the original single-cylinder Auburn had become a two-cylinder, 12-horsepower car whose specifications changed very little within the next four or five years. Sometime around 1910 the company began to produce a four-cylinder car, and 1912 saw the introduction of the first six-cylinder Auburn, an almost over-large machine which by virtue of its size alone must have seemed an impressive car, indeed.



The 851 Auburn Boattail, one of the finest automobiles ever produced

# The early Auburns - reliable but not exciting

Most automotive scholars agree, however, that throughout all this time—despite a fairly brisk local market, and satisfactory sales elsewhere—Auburn Auto produced few really exciting cars. Auburns were reliable, to be sure, and a number of them—the so-called "sidewinders," for example—were mildly remarkable. In general, though, Auburns were really not much better or worse than most competing marques.

It was not until 1913, in fact, that Auburn produced a car of any real stylistic distinction. Some hailed the car as "everyman's auto," and any man might well have been proud to own that year's model, a massive but really rakish car by the standards of its time.

In 1918 the Eckhart Carriage Company quietly expired, and Auburn Auto passed from its original management and ownership to the control of the so-called "Chicago financeers," who, despite numerous other changes in personnel, retained Morris Eckhart as the company's president. The first entirely new Auburn marketed under the new management was the Beauty-SIX a Continental-powered car that was indeed beautiful and sold for around $2000. The Beauty-SIX and its descendants dominated the Auburn line until 1925.

At some point during the production of the Beauty-SIX and its counterparts—the year is generally thought to have been 1924—E.L. Cord entered the ranks of Auburn Auto's management.

Cord, an automotive salesman and manager extraordinary, had sold cars in St. Louis and Chicago; by the time he was 25 he was a district sales manager for the Moon Auto Company. When Auburn Auto's fortunes began to recede in the early 1920's the head of the Chicago financeers, recognizing Cord's managerial genius, assigned him the task of putting the company back on its financial feet.

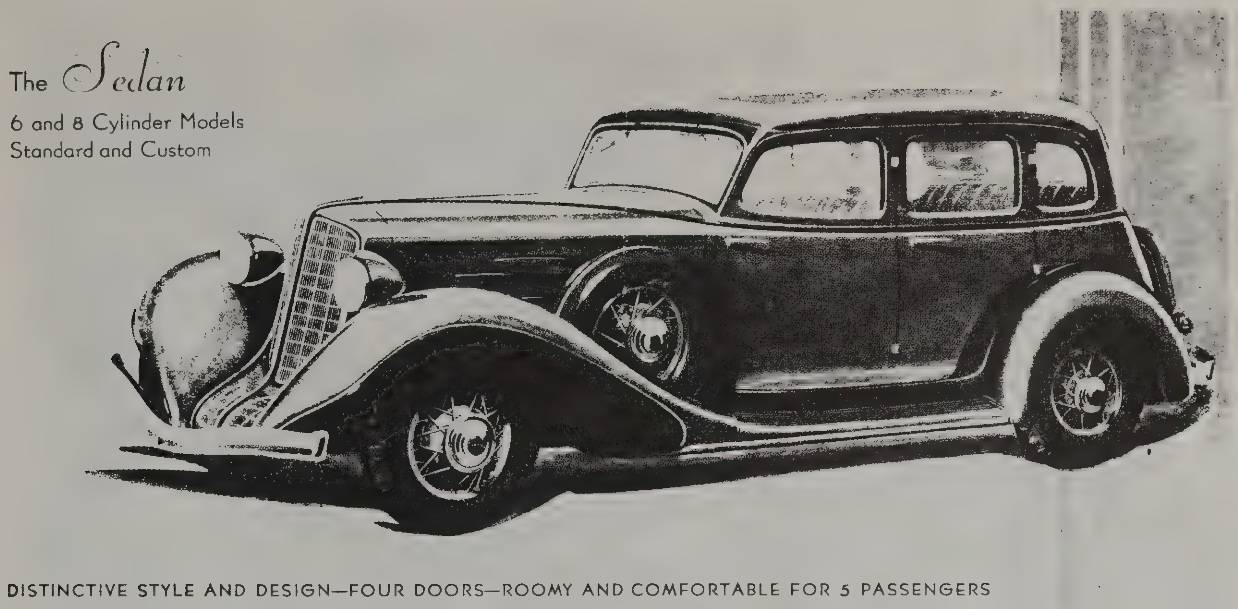
Cord fulfilled his assignment with almost imperious ease. Auburn Auto's difficulty, he

Gas Heating

NORTHERN INDIANA FUEL LIGHT

Gas Air Conditioning

Clean-Burning
Natural Gas
is Pollution-Free



The *Sedan*

6 and 8 Cylinder Models
Standard and Custom

DISTINCTIVE STYLE AND DESIGN—FOUR DOORS—ROOMY AND COMFORTABLE FOR 5 PASSENGERS

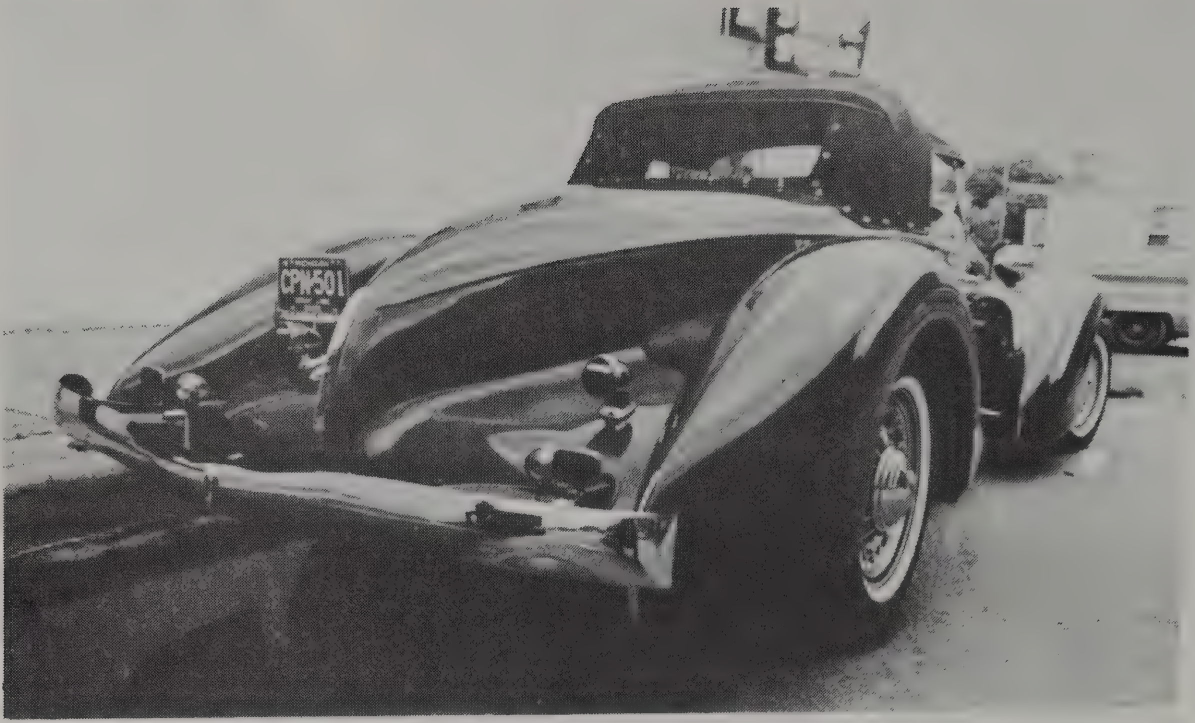
A page from a brochure advertising the 1934 line. The car's design underwent many changes, though few were accepted by dealers and car-buyers.

perceived, was not a lack of quality—Auburn built a mechanically sufficient car, all right—but rather one of faulty distribution. Dealers were carelessly selected, haphazardly located, and chronically understocked—conditions Cord set out at once to correct. He disposed of Auburn's embarrassing stock of unsold autos with a little superficial refurbishing and a lot of showy publicity, and suddenly Auburn Auto, as never before in its history, seemed a company to reckon with.

The next few years did nothing to contradict that impression. Between 1925 and 1929 Auburn introduced a great number of new models, including the 6-66 and the 8-88, both powered by Lycoming, and the highly-touted Model 115, one of Auburn's production landmarks. To dramatize the 115's then-spectacular horsepower, Auburn bought full-page advertisements in the Saturday Evening Post which, instead of picturing the car itself, depicted a multitude of galloping horses—presumably, of course, 115 of them. Fastidious readers actually counted somewhat fewer than 100, but after all it was the impresion that counted, and the impression was indeed dramatic. Thanks to the Model 115 and a number of other successful cars, Auburn Auto prospered mightily.

Closures for Drums, Pails and Cans
Distributed Throughout the World

**Rieke** CORPORATION



A classic from any angle, this is a rear view of an Auburn Boattail through a wide angle lens.

# A beautiful dream that once was very real

Came the Depression, and Auburn Auto—by then a part of E.L. Cord's corporate empire—scarcely paused for breath. Astonishingly, 1931 was Auburn's most successful year, with sales totalling something like 30,000 units.

From then on, however, the company's fortunes declined rapidly. In 1932, despite a truly impressive line, Auburn Auto showed its first Depression deficit, and throughout the next year the worried dealership demanded a model change—anything, they thought, to get the public back in the showrooms and buying. Management acquiesced, and in 1934 the redesigned Auburns were unveiled—not, however, to the anticipated choruses of praise, but only to public indifference, dealership hostility, and a further decline in sales.

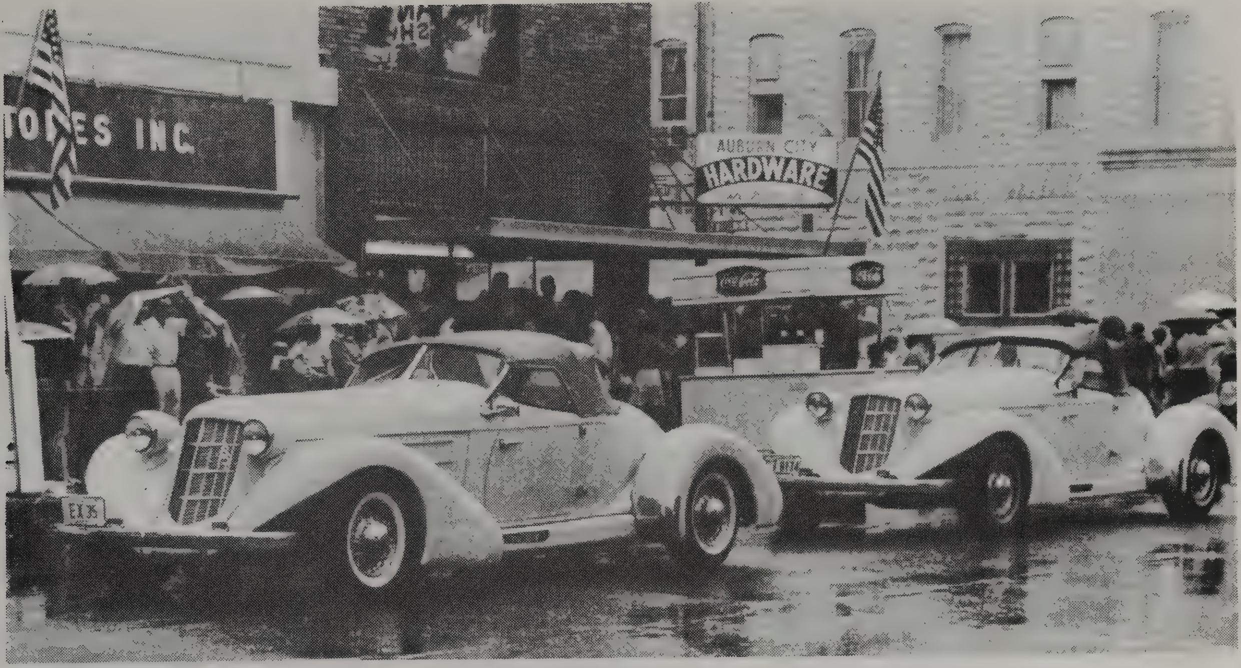
By 1935 the Auburn management, deeply worried, were ready to try almost anything. So-called White Caravans toured the country, attempting to fan interest in the faltering line, and the company also introduced Gordon Buehrig's sensational Model 851 supercharged speedster, which even today looks every inch the magnificent car it was.

Most of the Auburn management's last-ditch tactics helped the company a little, but none of them helped enough. Adverse trends proved simply too strong to resist, and the last Auburn automobile left the assembly line in 1936.

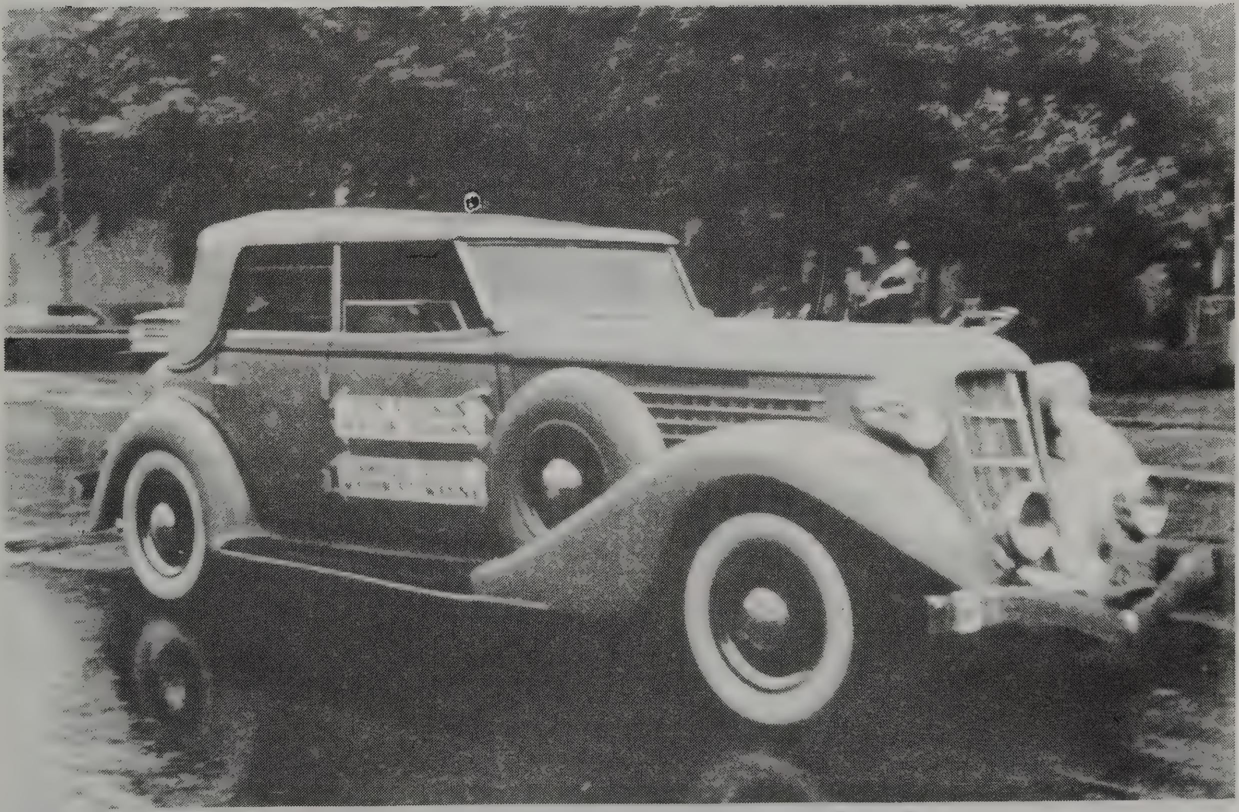
The Auburn automobile was only one of a dozen cars manufactured in the city for which it was named, and only one marque among literally dozens once manufactured in Indiana. Yet it survived for roughly 35 years—a long life indeed, considering most other Indiana cars—and toward the end of its life the Auburn was considered a truly extraordinary car, a car to be pampered and prized and polished.

Why did a car like the Auburn ever die?

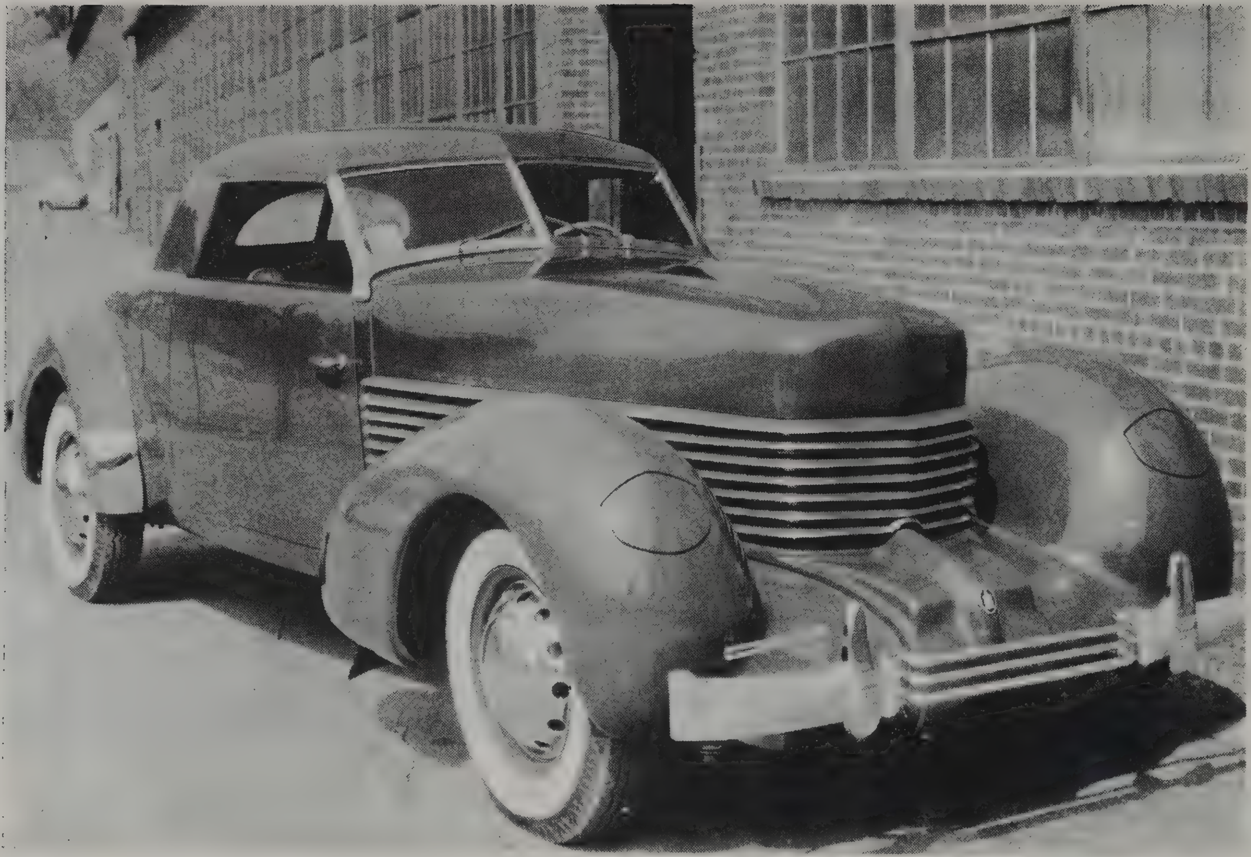
Some say the Depression killed it; others blame poor management for the Auburn's demise. For most of us, however, the exact reasons for the Auburn's passing are inconsequential. What matter to us now are the Auburns that survive and the history that attends them: both assure us that the story of the Auburn was not just a beautiful dream, but that once, too, it was a beautiful reality.


TORES INC.
AUBURN CITY
HARDWARE

A sight that can be duplicated, probably only at the annual ACD reunion



Former Auburn Mayor Don Allison in his beautiful Auburn has been a perennial parade leader at the ACD reunion in Auburn.



The rare and beautiful 810 Cord Coupe

# Early Cords overshadowed by flashy later models

In some families, a perfectly capable child will occasionally be overshadowed by a more brilliant sibling.

That is exactly what happened in the "family" of Cord automobiles. Mention the name "Cord" and most people who know their classic cars will immediately think of the flashy, seductive 810 and 812 models — and that, of course, is perfectly understandable. The late Cords were indeed magnificent cars. But one should not neglect the L-29, first-born of the Cords, for it, too, was a splendid automobile. In fact, one feels quite safe in suggesting that if the 810 and 812 had never been produced, the L-29 might alone have suffered to insure immortality for E. L. Cord, the man for was named.

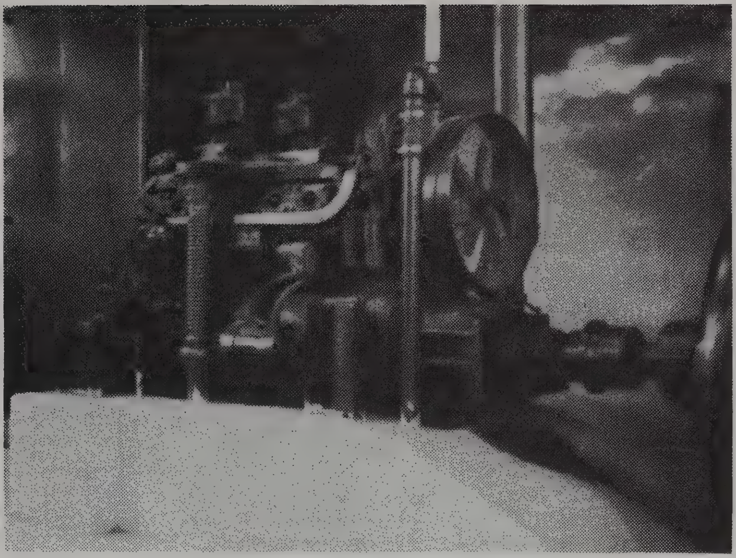
Let us, then, consider the Cord, beginning at the beginning with the L-29.

When the L-29 was still on the drawing boards, a friend of Cord's wanted to know the reason for introducing a car with front-wheel drive: exactly what was the advantage? Cord replied that the system offered several advantages. For one thing, he said, front-wheel drive provided surer control: the car was being pulled, not pushed, and hence could be steered more easily. Besides that, the extra weight in front would enable the driver to negotiate sand, gravel, mud — even snow and ice — with unprecedented ease. Finally, said Cord, the elimination of the drive shaft would permit the designers to sling the car dramatically low.

Actually, the idea of a front-wheel drive automobile was not all that revolutionary, for Harry Miller had entered a front-wheel drive machine in the 1927 Indianapolis 500 race. But such an innovation in a passenger car was a rather startling idea, and E. L. Cord decided that front-wheel drive, coupled with some dramatic styling touches, might provide just the right formula for a stupendously successful automobile. He was almost right.

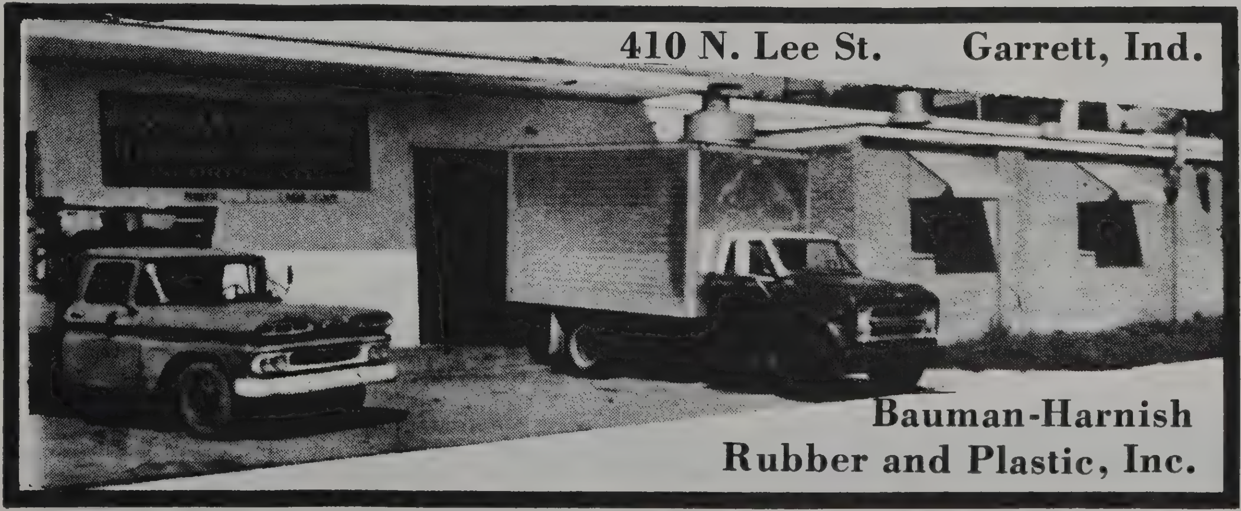
It required a few months to get everything ready for the L-29's debut. First Cord purchased production rights from Miller for the front-wheel drive system, and then he set to work to design a prototype engine. (An experimental straight-eight front-wheel drive engine, its Auburn Automobile Co. nameplate still intact, served for several years as an auxiliary power unit at Auburn's municipal power station. It has not been run for a good many years, but at this writing it remains, rather majestically, in its accustomed place on a sort of concrete dais in the power station's main control room.)

In September of 1929 — surely an ominous month and year to introduce any new product, much less a new automobile — the L-29 was finally ready to meet the public. Cord's engineers had worked hard to overcome a number of annoying problems, and although the car was a little noisy in some gears and at some speeds, it handled extremely well, pleasing all but the most critical drivers. And, engineering innovations aside, it was a splendidly beautiful automobile, astonishingly long and dramatically low, just as Cord had promised it would be. Small matter that it was an expensive car, comparable in price to a Cadillac — the public genuinely liked it.



An experimental straight—8 Cord engine

still stands in the Auburn power station



410 N. Lee St. Garrett, Ind.

Bauman-Harnish
Rubber and Plastic, Inc.

For some people, of course — especially for a number of envious competitors — the L-29 was just a little too radical to seem really safe. Dark rumors circulated about the Cord's lack of traction on hills (actually, slippage was negligible), and there were some scary stories about transmission troubles during steep descents. Some of the Cord's mechanical defects were quite real — any car so innovative was bound to have them — but most of the harrowing accidents attributed to the L-29's allegedly faulty engineering were simply the result of poor driving.

In fact, the L-29 was a generally reliable car, and it survived the whispering campaigns extremely well. What it could not and did not survive were the troubled financial times that followed the stock market crash of 1929. E. L. Cord tried everything he could think of to save his namesake — he upped its power, he lowered its price — but nothing helped. In 1932 the L-29 ceased production.

But those who mourned the marque were premature, for in time the Cord achieved a dazzling resurrection. The feat was no miracle, really; instead it was a desperate and costly gamble to keep Auburn-Cord-Duesenberg production alive. Ultimately, of course, the gamble failed, but before it failed it produced the Cord 810 and 812, two of the most glamorous and exciting cars the world has ever known.

The idea of reviving the Cord was first proposed in 1934, and the Model 810, first of the radical late Cords, appeared in 1936.

At first glance, two years might seem a perfectly adequate length of time in which to bring a car from inception to production — and for most ordinary cars, it probably would be. But the 810 was no ordinary car. Its transmission posed problems that required vast amounts of time and money to overcome, and its radical styling delayed mass production of the bodies. Still, Cord had promised a stunning new model for the 1936 New York Auto Show, and he intended to have it ready, no matter what.

He got his model — in fact, he got 100 copies of it — but at a fearful cost. Most of the cars lacked transmissions, and nearly all of the bodies had been constructed by hand. Some of the Cord bodies contained up to 400 pounds of body solder, and a few of them showed unsightly ripples — evidence of the desperate haste with which they had been constructed.

But the Cord 810, even sans transmission and avec body ripples, was a screaming, riotous success. Visitors to the New York Auto Show literally climbed over one another, and even stood on the competition's models, just to get a glimpse of it. Despite the hefty price — again in excess of $3,000 — the orders flooded in.

## The Cord has never really died

> "The models 810 and 812 had much in their favor, but in the end their strengths could not counter the relentless fate that pursued them."

All of this seemed very promising, but the fact remained that the Cord had been introduced far too soon. Mass production had not even properly begun when the car made its debut, and in the months of waiting that followed the New York Auto Show, many customers cancelled their orders. Even when the orders began to be filled, the cars betrayed the haste of their design and construction, and Cord's clientele began to realize that the 810, for all its magnificent beauty, was not a terribly reliable machine.

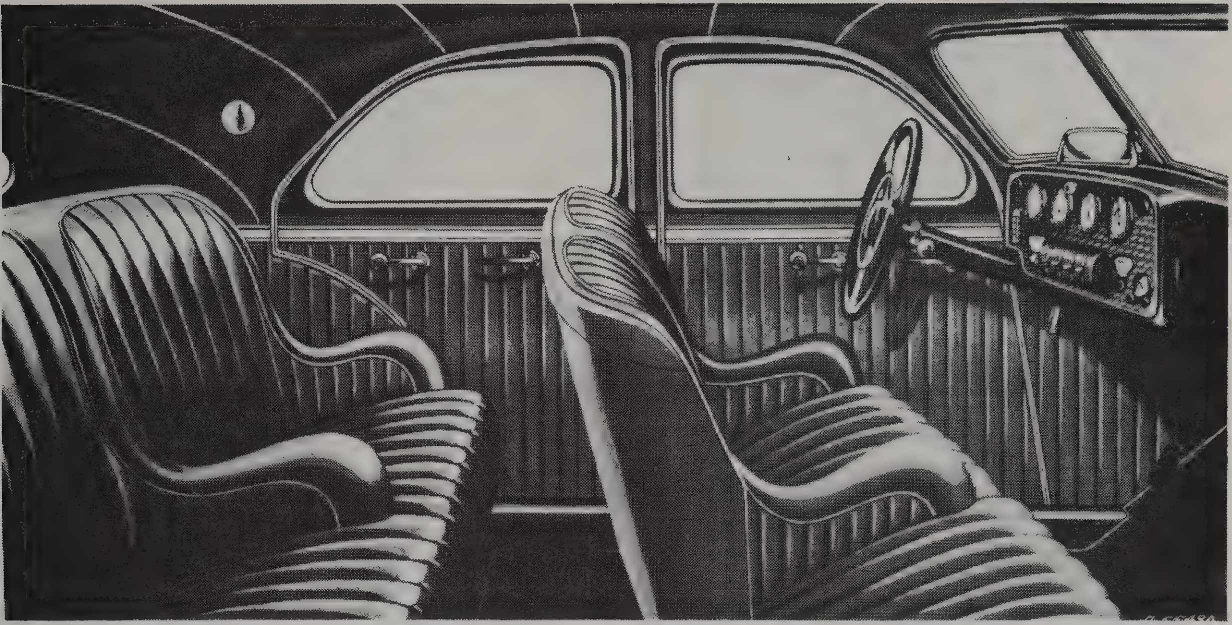
Publicly, of course, everything was fine. Cord published dozens of enthusiastic (and quite genuine) letters testifying to the 810's fantastic durability, reliability, and beauty. At the same time, he received scores of less flattering letters in which angry owners expressed their resentment at the car's faulty performance.

The Cord 812, a car similar in its virtues and its failings to the 810, failed to reverse the declining fortunes of the Cord, and the marque ceased production for good in 1937.

In some ways, the story of the Cord's last models resembles a Greek tragedy: the protagonists — the models 810 and 812 — had much in their favor, but in the end their strengths could not counter the relentless fate that pursued them.

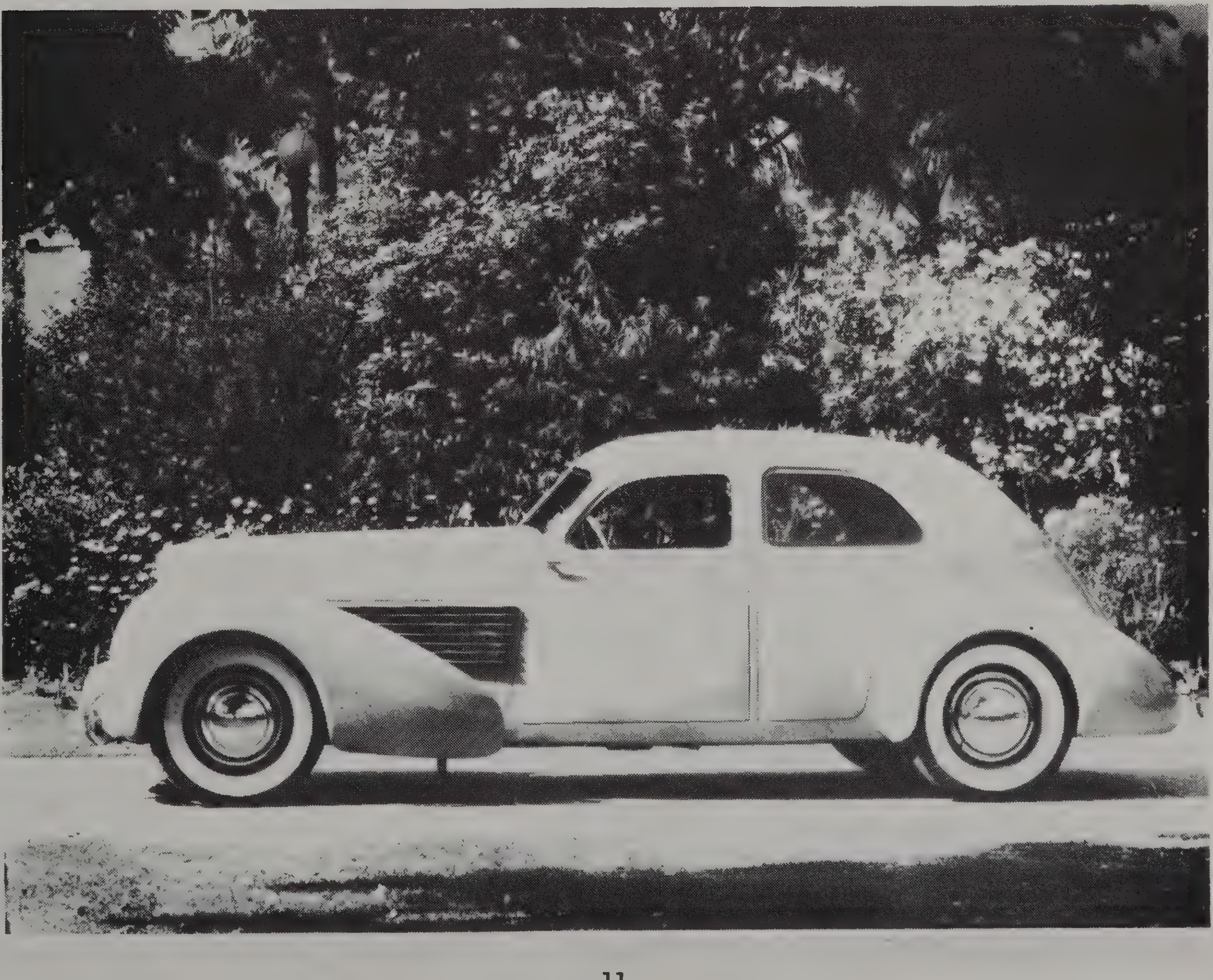
Of course, the Cord has never really died. The mere halting of production cannot put an end to the memories, and to this day the eleventh-hour Cords arouse sentiments that mere machines ought never to inspire. From time to time one even hears talk of reviving production of one of the late Cords — a dream that once briefly came true — but in the last analysis, the Cord is probably better off as a rare incarnation of a deathless dream. Even the Cord might become prosaic if it were ever within easy reach.

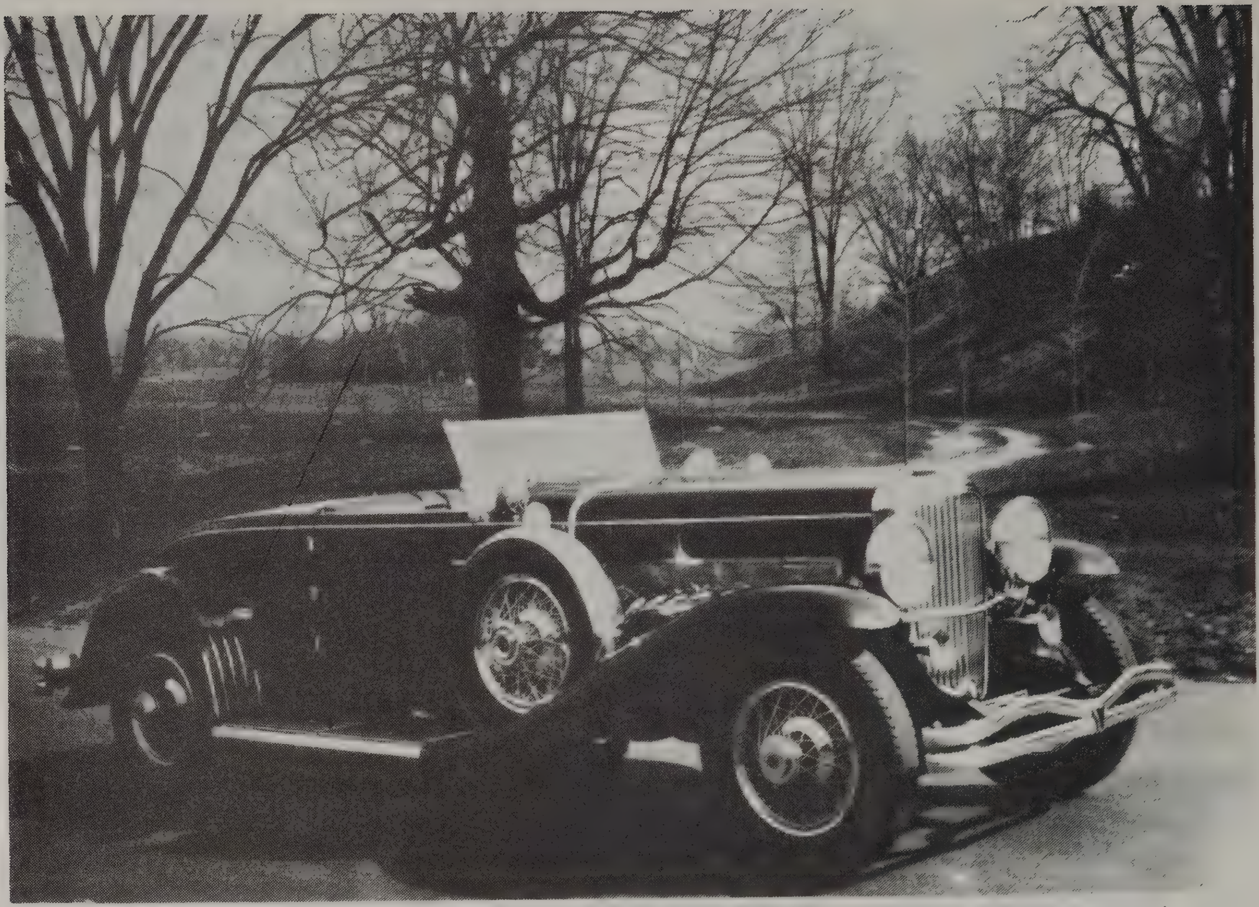
**By KEVIN BEURET**



Two views of the Cord, a drawing of the armchair interior of the Beverly Sedan above, and a photo of the late model Cord that created endless excitement at the 1936 New York Auto Show.

**From the collection of Randy Ema**





A 1932 supercharged Duesenberg, believed to be the car in which Fred Duesenberg was injured in an accident. Duesenberg developed pneumonia after the accident, which proved to be fatal. From the collection of Randy Ema

# DUESENBERG

## It was and is the greatest of them all

In describing the Auburn-Cord-Duesenberg trilogy, one could say the Auburn was mildly patrician, the Cord was breezily Olympian, and the Duesenberg — ah, well, the Duesenberg was another car altogether. One could almost call it Elysian. There were great cars made in America — a few are even made today — but the Duesenberg was and is the greatest of them all. Its renown is deathless, and even today, like a light attracting insects, the Duesenberg attracts legends. Unfortunately, not all of them are entirely true.

For example, the legend persists that the Duesenberg was originally a German marque. That is not true. The Duesenberg brothers, Fred and August, were born in Germany, but they grew to manhood in this country, and every chassis that bore their name was manufactured here in the United States.

Another legend says that the Duesenberg was the only American car that ever compared with the mighty Rolls Royce. That is true — although it might be more appropriate to compare the Duesenberg with the Rolls Royce's blood brother, the Bentley, for both the Bentley and the Duesenberg combined limousine elegance with race-car speed and stamina. Both, to put it bluntly, were hellishly powered aristocrats.

The Duesenberg has even found a kind of immortality in the expression "It's a doozy" — meaning, in somewhat fossilized American English, "It is superlative; it has no equal." The homely expression is really quite apt, for in its day the Duesenberg was superlative: every rich man wanted one, and no Hollywood premiere was complete without one. The present-day Big Three supercars may pander extravagently to snobbishness — but here, as in almost all other respects, the Duesenberg leaves the competition miles behind, for no American-made car has ever surpassed it in brazen appeal to the very rich. The Duesenberg (again, to put it bluntly) was a car made exclusively for the titanically wealthy, and, like any true aristocrat, it apologized to no one for being what it was.

In any case, apologies were scarcely necessary, for the Duesenberg had a pedigree to match its reputation. It won three Indianapolis 500's, and one year, to the intense displeasure of Europeans, it even captured the Grand Prix. At various times, in fact, the Duesenberg held better than five dozen automotive world records of every conceivable variety.

The Duesenberg brothers, like the Wright brothers, began by building bicycles, but eventually they were recognized as two of the greatest innovators in automotive history. In one sense, they succeeded because they knew no better. All about them the automotive pedants were forever saying this or that could never be done; and all the while the Duesenbergs calmly followed their extraordinary mechanical instincts, achieving one "impossible" feat after another.

The brothers perfected their engine-building skills during the First World War, and within a few years after the Armistice had introduced the Model A — the car that won the three Indies and took the Grand Prix. The Duesenberg "A" is a model so revered that even today survivors of the breed command staggering prices — and missing "A's," by the same token, inspire wistful speculation on one hand and frenzied searching on the other.

The Model A was only one of a tremendously successful series of Duesenbergs — successful, that is, in every respect but the strictly financial. Devotion to perfection is noble, but it is also prohibitively expensive — and as even Rolls Royce has demonstrated, cars that embody mechanical perfection seldom make very much money. In time the Duesenberg, though at the height of renown, was also in considerable depths of financial difficulty.

That is where E. L. Cord came in.

The Duesenberg leaves the competition far behind, for no other American-made car has ever surpassed it in brazen appeal to the very rich. The Duesenberg was a car made exclusively for the titanically wealthy, and, like any other true aristrocrat, it apologized to no one for being what it was.

FOLEY
PATTERN COMPANY , INC.

Manufacturers of Wood and Metal Pattern Equipment for Foundries
Aluminum Castings
500-502 West Eleventh St. AUBURN, INDIANA

The Duesenberg...

a superlative machine embodying the rarest degree of automotive excellence the country has yet produced.

The year was 1927, and Cord and the Duesenberg needed each other: Cord's corporate empire needed a prestigious extra name, and the Duesenberg needed a business and promotional genius of Cord's calibre simply to stay alive. In any case, Fred and Augie Duesenberg were mechanics, not businessmen, and they were only too happy to get back to the shop and leave the tiresome business details to somebody else. Needless to say, Cord attacked those problems with his characteristic verve and imagination.

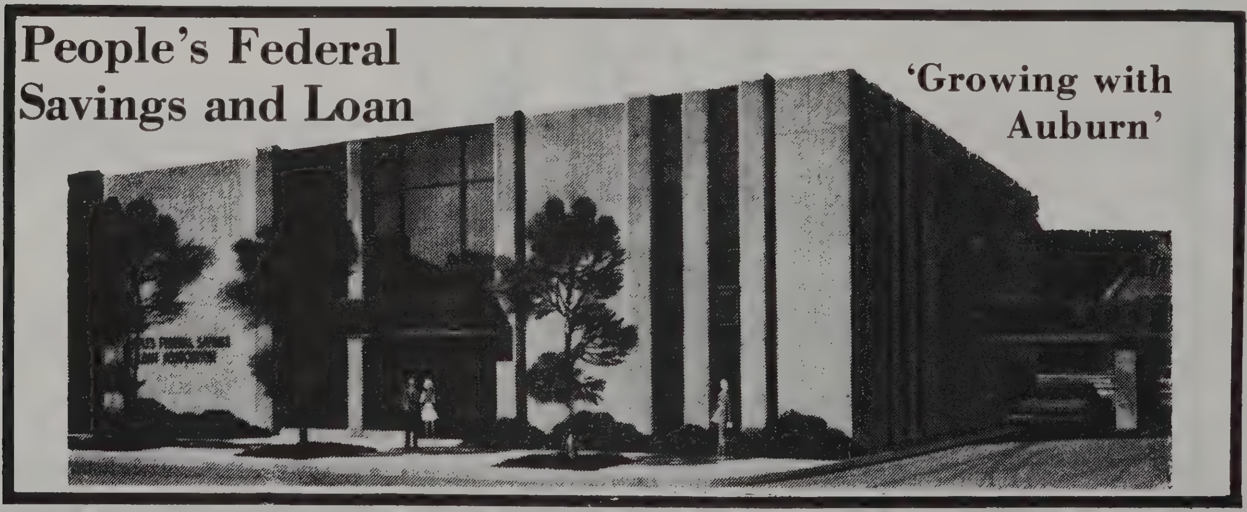
The first of Cord's major decisions was to issue a new model—but before he could do so, he had to get rid of the company's existing stock of Model A's. Accordingly, he made a few mechanical changes, gave the cars a new designation—and that was that. Before long the Model X, as it was called, was completely sold out, and the way was clear for the new model's introduction.

(Some readers might recall that Cord once sold a stock of surplus Auburns using much the same technique: he painted the Auburns in attractive colors, made minor changes in the trim, and then calmly watched as the public snapped up the "new" cars. In the Duesenberg's case, the ploy would never have worked. The Duesenberg, although available with more or less standard coachwork, was sold principally as a chassis, and buyers usually bought custom coachwork from an outside firm.)

The new Duesenberg was called the Model J, and like its predecessors it was much more than just a glamor car. It featured a three-speed, 265-horsepower straight-eight engine, and could travel 90 miles per hour in second gear, and over 100 in high.

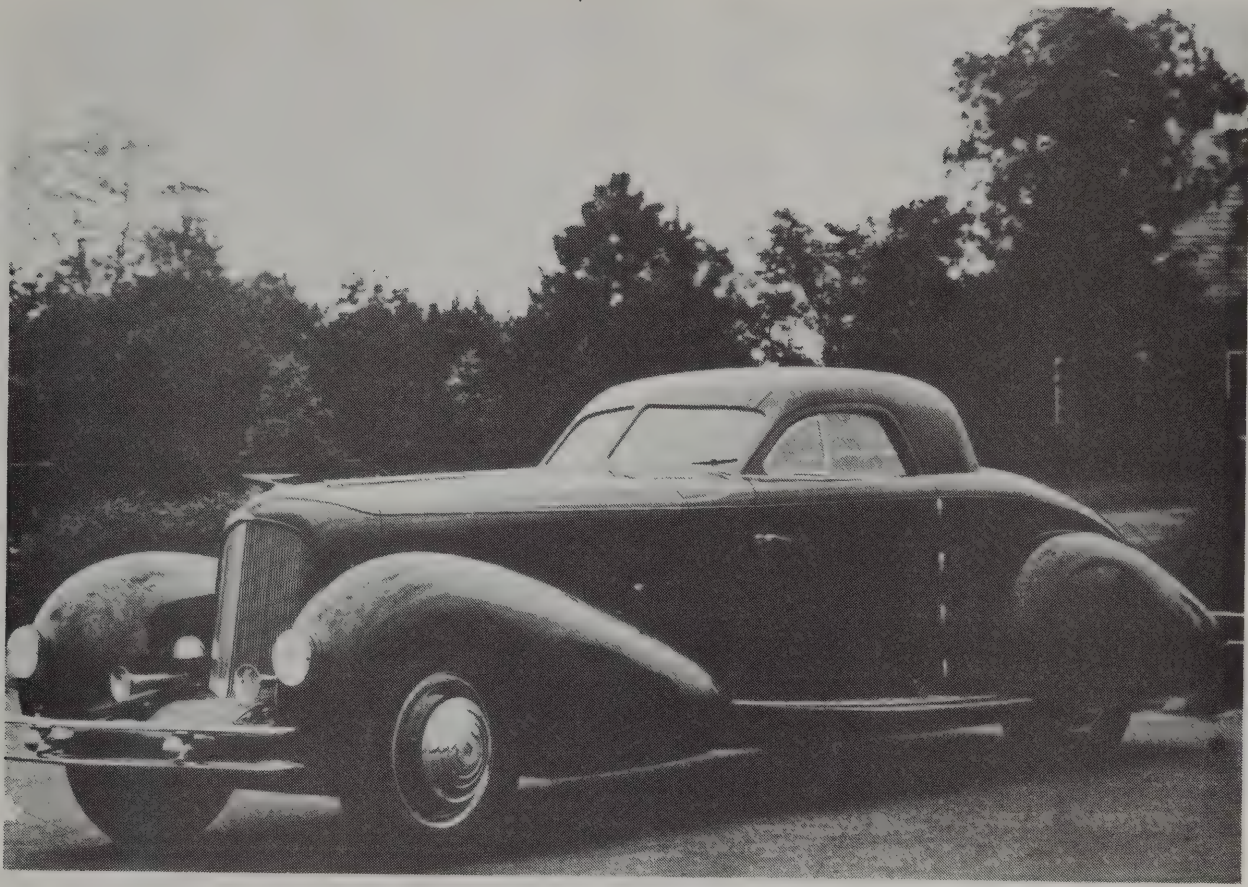
The public (and, somewhat more to the point, the very rich) not only liked the Model J; they loved it. For a car of its kind, the sales were astonishing. Initially, at least, even the Depression failed to slow up sales that much, and in 1932, at the Depression's very height, Cord even introduced another new model. This one was called the SJ, and it proved to be yet another legendary model of an already legendary marque, attracting such buyers as Gary Cooper and Clark Gable. The Duesenberg still wasn't making money, but for the most part the losses were not all that unreasonable.

Ultimately, however,—and to no one's surprise—the Duesenberg met the same melancholy fate as the Auburn and the Cord. Luxury cars are terribly vulnerable to economic disaster even in the best of times; and by the time the Depression hit high gear, the Duesenberg was very vulnerable, indeed. The wonder of the thing is



**People's Federal Savings and Loan**

**'Growing with Auburn'**



An original photo from Randy Ema's collection showing a special Duesenberg designed by Herb Newport.

not that Duesenberg folded, but that it survived as late as 1936.

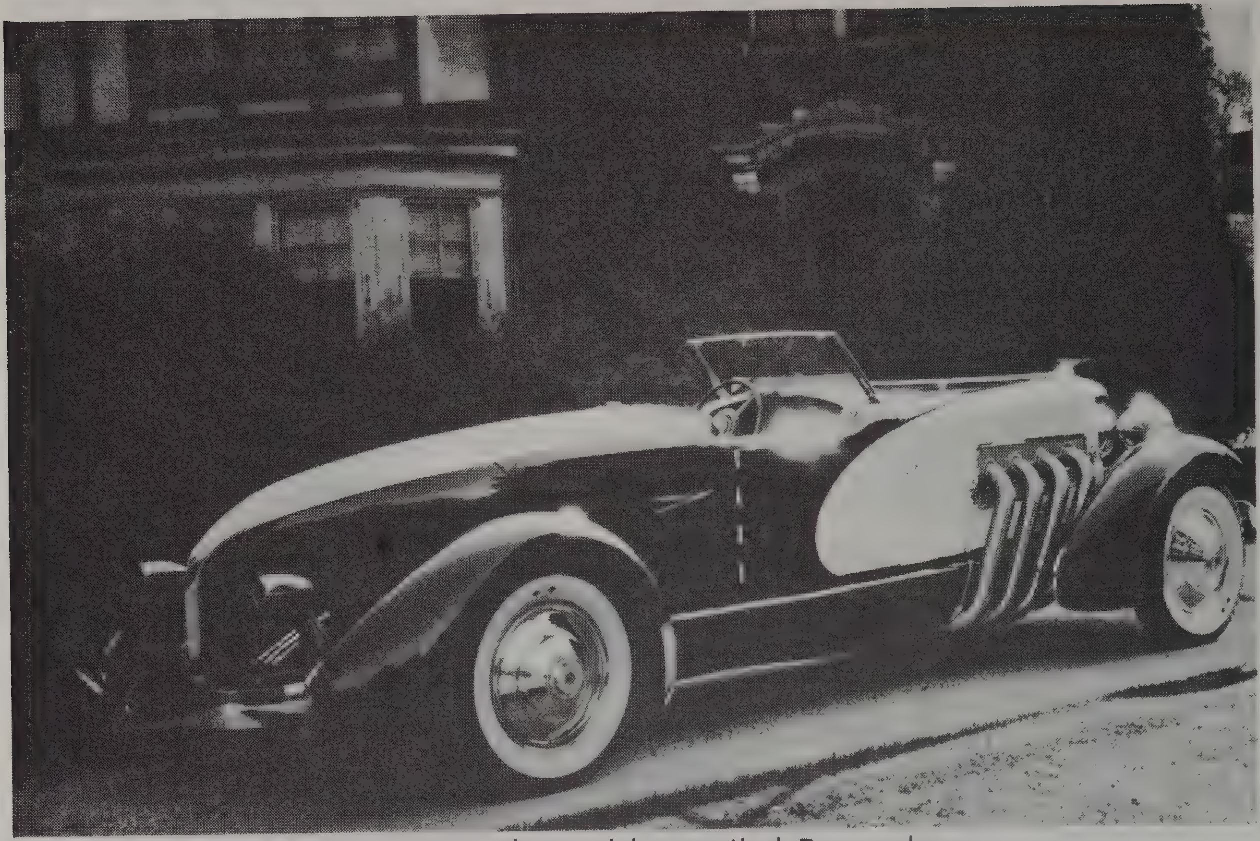
Fortunately, the "late-have-I-loved-thee" syndrome has never applied to the Duesenberg, which was recognized from the start as a car worth caring for and keeping. An amazing number of Duesenbergs are still around—one man in South Bend, Indiana owns several dozen of them—and many of the old cars are still in good running order. The missing ones provide wealthy car buffs with exciting adventures in which they hunt for—and occasionally even find—forgotten Duesenbergs in out-of-the-way places.

The Duesenberg remains today what it always was—a princely plaything, and a superlative machine embodying the rarest degree of automotive excellence the country has yet produced. The Duesenberg is worth preserving—and, for the majority of us who cannot hope to own one, worth remembering.

**By Kevin Beuret**

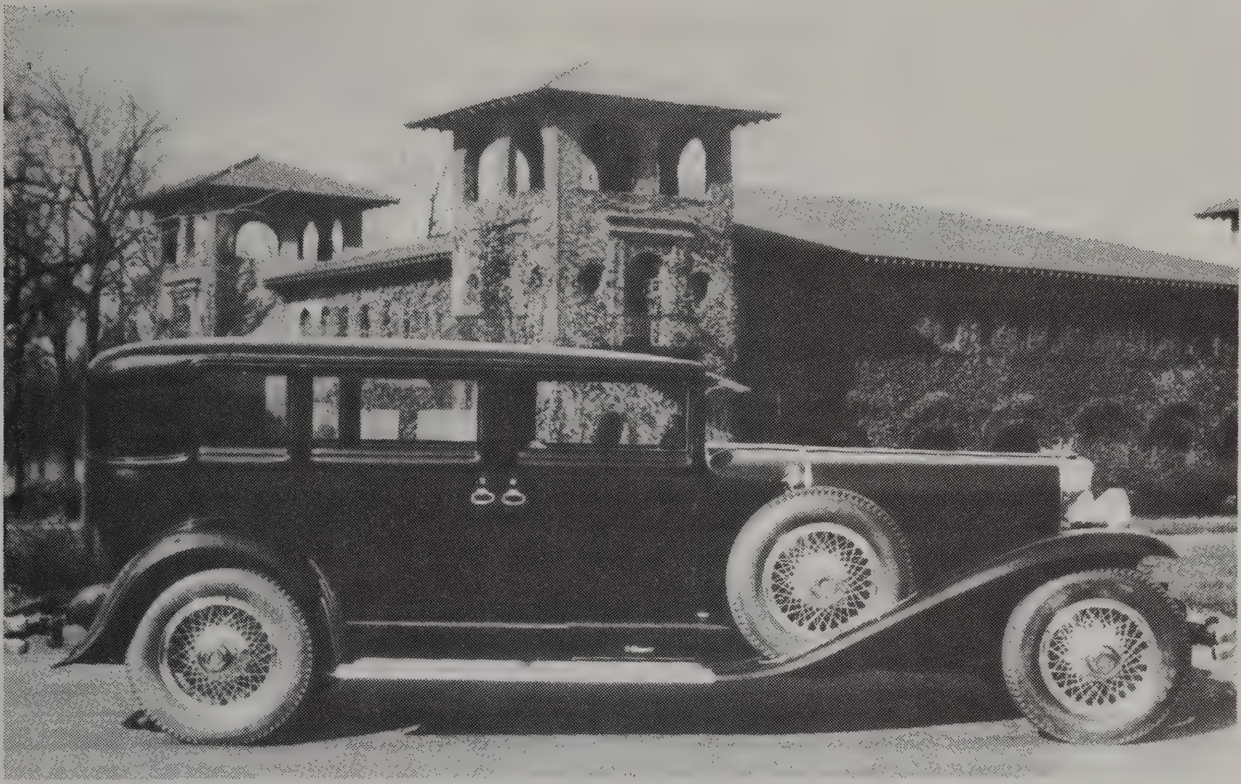
Newberrys
IF IT'S QUALITY YOU'RE LOOKING FOR

Your Complete Variety
Shopping Center
DOWNTOWN AUBURN, IND.



A rare super-charged boattailed Duesenberg

A 1932 Duesenberg convertible



The pride of the Auburn Automobile Company was the Duesenberg though it was never produced in Auburn. It was and still is considered by many to be the finest automobile ever built in America. Its elegance is typified by this Duesenberg Willoughby. The photo is from the collection of Historian Randy Ema.

# Once upon a time...

## A frail maiden survives a plague only to fall prey to her physician

If anyone were ever to write a fable about the automobile industry in Auburn, Indiana it might read something like this:

Once upon a time, there was a small midwestern town in which twelve young maidens were born at various times to lives of wealth and promise. But all of them, alas, were overly delicate creatures, and most of them sickened and died in infancy.

At length only one little girl was left — and she, although decidedly frail, nonetheless showed great

**W. C. Schaab & Co.**

COMPLETE INSURANCE SERVICE SINCE 1929

Insurance Building Auburn, Indiana Dial 925-4212

promise of attaining maturity. In her twenty-fifth year, however, the maiden's health faltered, and when local remedies failed their purpose, the worried relatives sent for expert help — a brilliant young physician who claimed he could restore the patient's lease on life.

'One cannot really blame the home-town folks for disliking Mr. Cord.'

That is exactly what he did. Within a few weeks, the girl was aggressively healthy — and within a few months, the physician and his adoring patient were wed.

Unfortunately, they did not live happily ever after. A few years passed, and a great plague overtook the land. At first the lady managed to resist it, but at length she again fell dangerously ill. By this time, however, the young physician's heart lay elsewhere, and now he refused to work his former magic. Instead, he made off with the stricken lady's fortune, abandoning her to poverty and death.

Today, the physician is wealthy and famous — but the young lady's townsmen have never forgiven him, and among them his name is a synonym for treachery.

Our contrived fable reads like a seedy Victorian melodrama — yet there are those who would insist it had a real-life parallel. The twelve maidens, you see, represent the dozen automotive companies that existed at various times in Auburn, Indiana. The frail survivor was the Auburn Automobile Company: her health was often precarious, but she was well worth wooing. And the villainous physician was Errett Lobban Cord, the alleged corporate vampire, who, it is said, bled Auburn Auto to death — and then used the corpse as a stepping-stone to a great financial empire.

A simplistic account of things? Of course. Yet one cannot really blame the home-town folks for disliking Mr. Cord. After all, nobody turns handsprings at the death of a cherished local industry, and in E. L. Cord, Auburn Auto's last leader, the company's mourners have obviously found an irresistible scapegoat. To this day, in fact — at least among many of Auburn's older citizens — the mere mention of Cord's name inspires a certain profane derision.

**Warner Gear/Warner-Motive**

DIVISIONS OF BORG-WARNER CORPORATION

BORG WARNER ®

MECHANICAL AND HYDRAULIC
POWER TRANSMISSION PRODUCTS

PLANTS IN MUNCIE AND AUBURN, INDIANA

# E. L. Cord

## Remembered by many as a 'villain,' those who knew him concede he was human

Even so, there are still a few men in Auburn who remember E. L. Cord as something more than a two-dimensional cardboard villain, and while most of them will not exactly leap to Cord's defense, at least they are willing to concede the man a shred or two or humanity.

One such gentleman — a prominent Auburn businessman — recalls his first impressions of E. L. Cord: "In those days, Cord was no tycoon. In fact, most of what he bought from me in the early days he bought on credit, and I couldn't help wondering how much business sense he really had.

"My doubts disappeared after Cord sold that stock of surplus Auburns. He painted 'em different colors and lined 'em up around the court square, and then he called in the dealers and said, 'Which one do you want?' He got rid of those cars in no time, and right then I figured Cord couldn't be all that bad a risk."

Later, the same gentleman recalls, he and Cord became fairly good friends. "Cord was always a pretty solitary man, but he did seem to like me. He used to drive me to work a couple of mornings a week, and he'd generally ask what the people in Auburn would think if he'd do this or that."

Now, nearly forty years later, the man wonders which Cord valued more — the apparent friendship, or the information it gained him. "In a way," he says ruefully, "I think Cord used me. But he was a pleasant enough man. I bear him no grudges."

Another local man — one of Auburn's first aviators — also remembers his first encounter with Cord:

"When Cord first came to Auburn the city had no airport, and I used to take off and land from a field north of town on the Ashley Road. One day I was working on my plane, and I heard somebody call my name. I looked around, and there was a short man standing there wearing knickers and a cap — looked like he'd just come from the golf course. He wanted to know how good the field would be for a full-fledged airport.

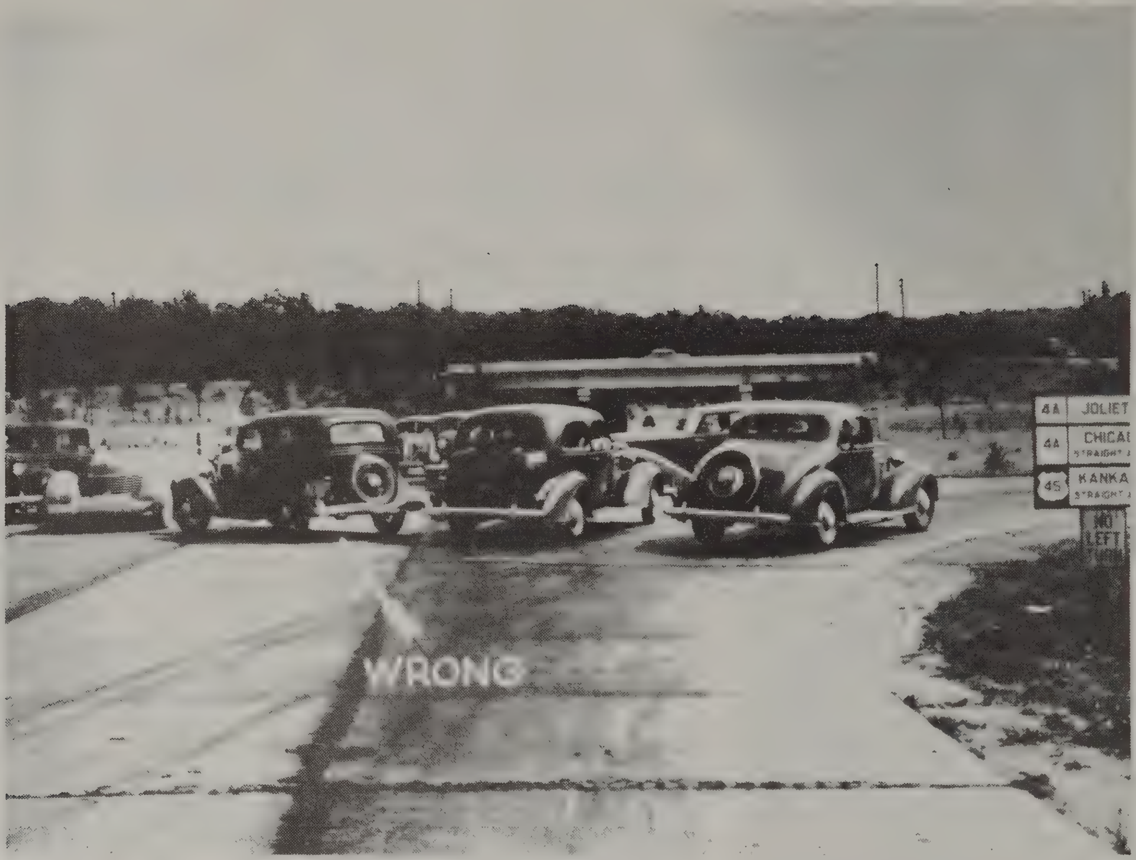
" 'East and west, not so good,' I told him. 'Not enough room between the highway and the tracks. But a north-south runway would be all right. Level if off good, build yourself a hangar — you'd have a pretty good airport.' "

The short man nodded and left, and a moment later a goggle-eyed attendant rushed up to the pilot. "How did you happen to know him?" "Know who?" the flyer asked. "Him — E. L. Cord!" "And," recalls the pilot, "I was as surprised as anyone. I'd had no idea who the man really was."

A few days later the scene was repeated. This time, however, Cord announced that he had bought the field, and that he would soon level out runways and erect a good-sized hangar. "In that case," asked the pilot — he was and is a deferential man — "would it be all right if I built a little hangar for my plane over in a corner of the field somewhere?" "Hell, no, it wouldn't be all right," snorted Cord — and the pilot, understandably miffed, simply let the matter go at that.

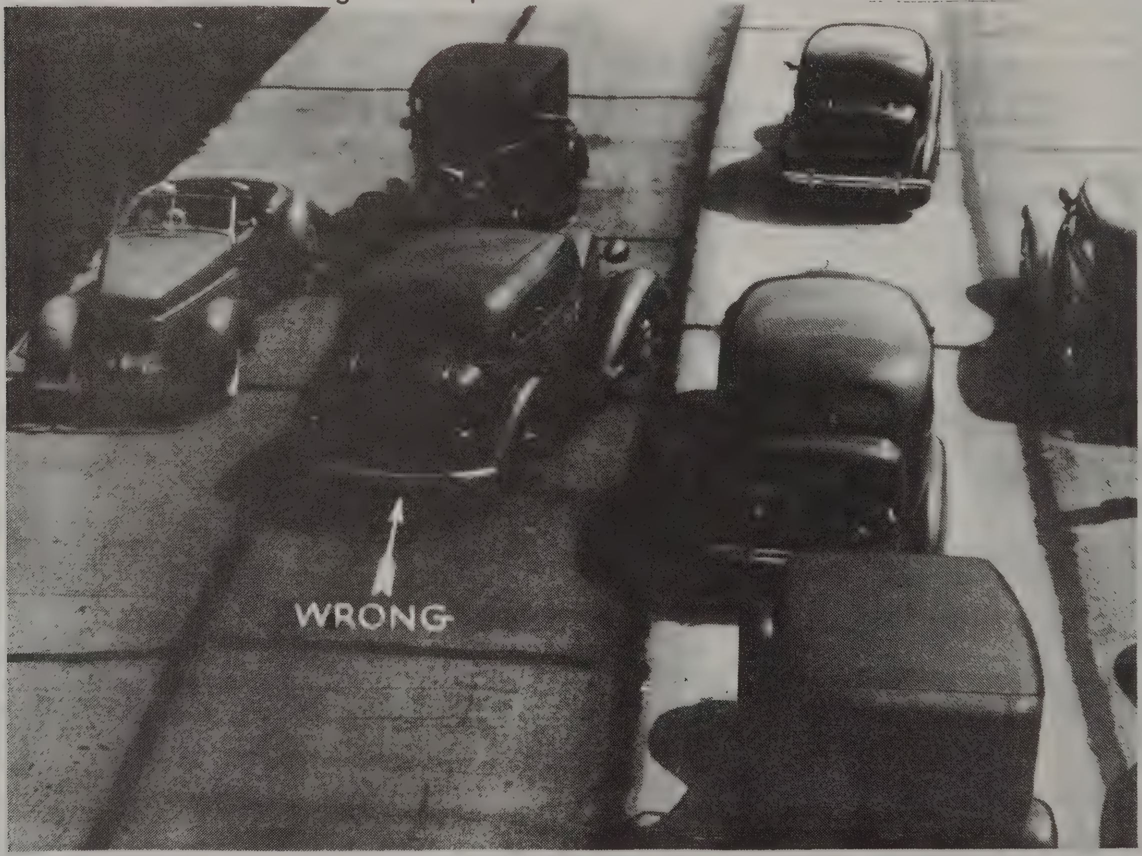
As it turned out, however, Cord's initial refusal was too easily misinterpreted. When the large hangar was built, Cord provided space for the aviator to store his aircraft — and he never charged him a cent for rent. "All I paid for," the flyer recalls, "was gas and oil. Cord would never think of letting me pay him."

> "Cord was a pretty solitary man... He used to drive me to work a couple of mornings a week, and he'd generally ask what the people in Auburn would think if he'd do this or that."


4A JOLIET
4A CHICA
STRAIGHT
45 KANKA
STRAIGHT
NO LEFT
WRONG

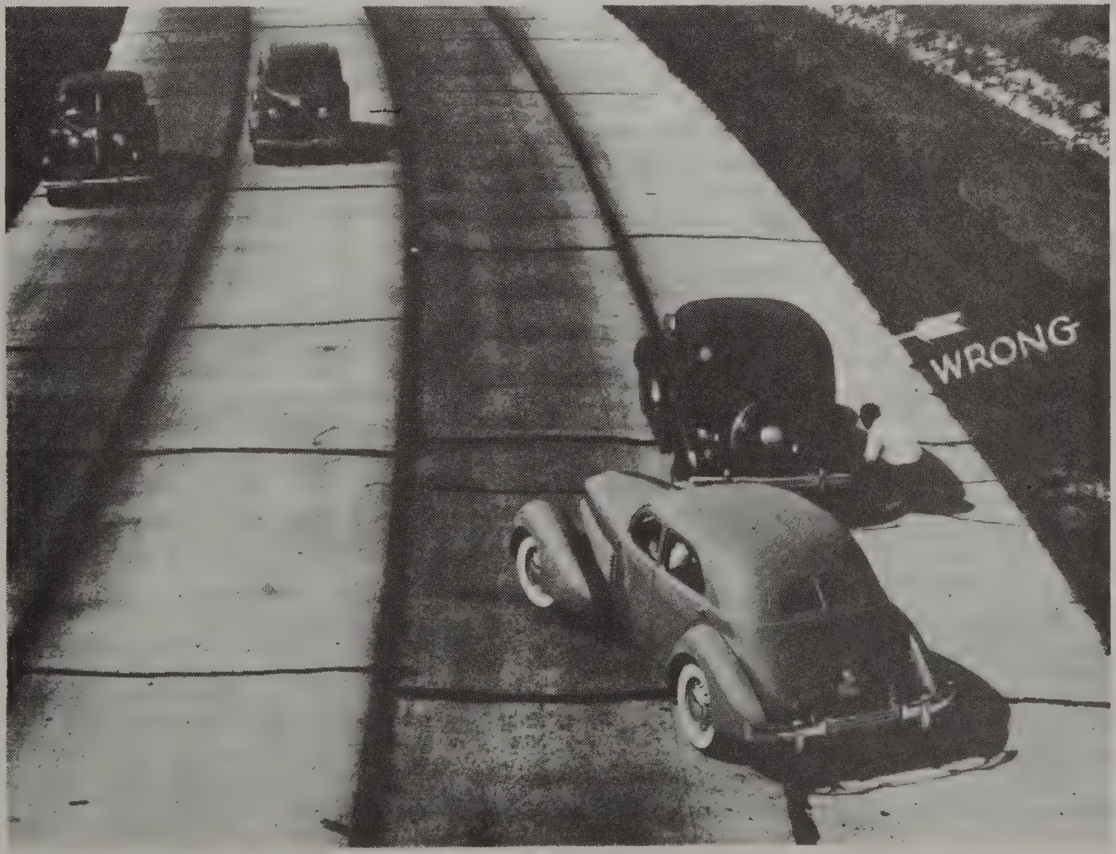
While President of the Auburn Automobile Co., E. L. Cord served for a time on the American Automobile Association's safety committee. These photos, using some cars from Cord's company, were used to illustrate safe driving techniques.

From the collection of Randy Ema.



Forest Preserve District

Two more photos from Randy Ema's collection showing improper driving techniques. The photos were ordered by E. L. Cord while he was on the traffic safety committee of the American Automobile Association.



## Cord's experiences at the airport he built give some insight into his character

A number of other revealing incidents took place at the Auburn Airport.

Shortly after the airport was built, Cord decided to learn how to fly, retaining for the purpose his private pilot, a man named Murphy. Cord made an excellent student, although like many novices he often kept his eyes on the instruments more than on what was actually happening outside the aircraft.

One day as Cord and Murphy were about to go up, the aviator for whom Cord had provided hangar space happened by, and Murphy invited him to come along—an invitation the man readily accepted.

"It was a pretty normal flight," the flyer recalls, "except for the landing. There was an enormous tree directly in our path as we made our landing approach, but Cord was too intent on his instruments to see it. I was in back, and Murphy was co-piloting—and as we got nearer and nearer to the tree, I began to wonder if Murphy had missed seeing it, too. I was just getting worried enough to say something when Murphy turned around and gave me a wink. He knew exactly what was going on—he just wanted to give Cord a good scare.

"We kept heading straight for that damned tree, and at the last possible moment—Cord still did not realize what was going on—Murphy let out this godawful scream and swerved us out of the way.

"After we landed, Cord wanted to know just what the hell had been going on back there. 'See that tree?' Murphy said. 'You were headed straight for it.'

"Well, Cord was pretty shaken up, and he didn't say much of anything—just got in his car and drove straight home. Murphy was really pleased with himself. They'd had a couple close calls with that tree before, and I guess he just wanted to teach Cord a lesson.

"A few days later I noticed the tree was gone. Cord didn't own the land where it stood, but he was so determined to get rid of it he'd gone to the owner and paid him to have it cut down."

On still another occasion, Cord fell victim to his mechanical curiosity—but in a rather unexpected way. Our aviator-historian recalls the incident:

"The hangar Cord built was steam-heated, and it had one of the first oil burners ever installed around here. Cord was fascinated by it—especially the ignition device. The thermostat controlled some contact points, and Cord found out he could reach into the mechanism with a screw driver, bring the points in contact and fire the thing.

"I knew what he was doing, because I was out there one day and heard that oil burner kick in a dozen or so times, and when I went back to see if something was wrong with it, there was Cord, firing that starting mechanism over and over. Every time it kicked in it made this terrific whump—and at every whump, Cord would jump back like he'd been shot. But he never got tired of firing that oil burner. He was like a kid with that thing.

"Well, it wasn't long before the points began to burn out—not just once, but quite a few times. And every time it happened, the heating contractor who'd installed the thing would have to come out and install new points. The first couple of times he didn't mind, but after awhile he began to figure out what was going on, and it really made him mad."

One Sunday morning, the flyer recalls, he and Cord were outside the hangar soaking up sunshine and conversation, their chairs tilted against the side of the building. As they talked, the heating contractor's truck drove up and the contractor himself and an assistant descended, murder in their eyes.

"Working on Sunday?" the flyer asked innocently. "Got to," the contractor snarled. "That s.o.b. Cord keeps playing around with that blank furnace and burns the double blank points out." He shook his head in disgust. "That s.o.b. ever come out here when you're around?"

The flyer assured him that Cord often did so.

"Well," said the contractor, "if you ever see that s.o.b. around when I'm here, I wish you'd point the s.o.b. out to me." (Throughout his tirade, incidentally, the gentleman shunned the polite abbreviation.)

"I'll do that," said the flyer gleefully. "If I ever see the s.o.b. when you're out here, I'll be sure to point him out." As he spoke his index finger, apparently jabbing in the air for emphasis, pointed straight at the impassive Cord. It was a gesture whose significance the contractor missed.

The contractor and his assistant disappeared into the hangar, and Cord finally turned a sardonic gaze upon his friend the aviator. "You really enjoyed calling me an s.o.b., didn't you?" he asked.

"Well, yes," the flyer confessed. "I really did. I figured it'd be my only chance to call you one to your face."

To his dying day, the contractor never realized that the object of his disaffection had sat a few feet from him, calmly absorbing every exasperated word he uttered.

Cord's friends recall two telling incidents relating to the famous L-29, the inaugural model of the Cord automotive line.

When Cord's personal L-29 was ready for his use — it was a magnificent brown automobile — Cord himself was not in town, but was expected to return shortly to the Auburn Airport. So eager were the technicians for Cord to see his namesake that they drove the car to the airport, waiting breathlessly for Cord to land and voice his opinion.

But when the plane landed and Cord emerged, he took one look at the car and immediately (and profanely) ordered the machine out of his sight and back into the workshop.

The technicians were bewildered. The car ran perfectly; its appearance was impeccable. What could be wrong?

As it turned out, Cord's objection was relatively minor. When he looked at the car, he had seen its cantilever springs peering from beneath the front end. To a perfectionist like Cord, it was an unbearable aesthetic offense. Once the designers returned the car with the offended springs shielded, however, Cord relented and gave the model his unreserved blessing.

Another tale of Cord and the L-29 concerns one of the car's early mechanical difficulties — of which, unfortunately, there were all too many. Engineers found that the cars were overheating, but could not understand why, for the front end seemed adequately designed for proper ventilation.

One day when the overheating problem still had the engineers perplexed, one of Cord's friends encountered him sitting Yoga-style in front of his L-29, staring intently at the radiator. As his friend approached, Cord remarked softly, "There it is." "Yes," his puzzled friend remarked. "There it is. Your car, isn't it?" Cord looked up, annoyed. "Don't you see it?" he demanded. "There it is, right in front of you." The friend still did not understand what Cord was talking about. Finally Cord grabbed him by the shoulder: "Look!" he exclaimed. "See the butterflies?"

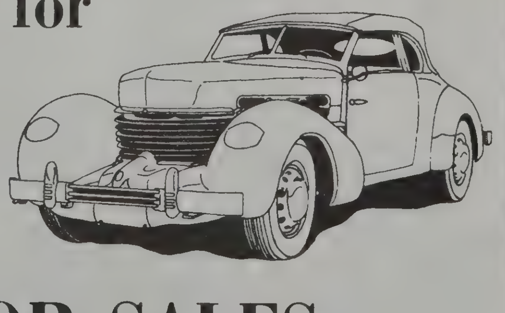
The friend looked closely, and at last he saw what Cord had been talking about. A portion of the radiator was liberally dotted with fragments of cabbage moths, while another major area was virtually free of them. From the patern of the wing fragments, Cord deduced that the car's front end design was indeed deficient, deflecting the airstream in a highly selective pattern and preventing the radiator from cooling the engine properly. Cord pointed out the anomaly to his engineers, and the problem was duly solved.

> "He obviously possessed a shrewd business mind, a strong (if highly selective) sense of loyalty, a good sense of humor, and an uncommon streak of mechanical insight."

Hence Cord, through this and other first-hand stories, emerges as something more than an aimless squanderer of corporate fortunes. He obviously possessed a shrewd business mind, a strong (if highly selective) sense of loyalty, a good sense of humor, and an uncommon streak of mechanical insight.

The disgruntled elder citizens of Auburn may never like E. L. Cord any better than they do now — nor could one really expect them to. But it is surely time they knew him better.

**By KEVIN BEURET**

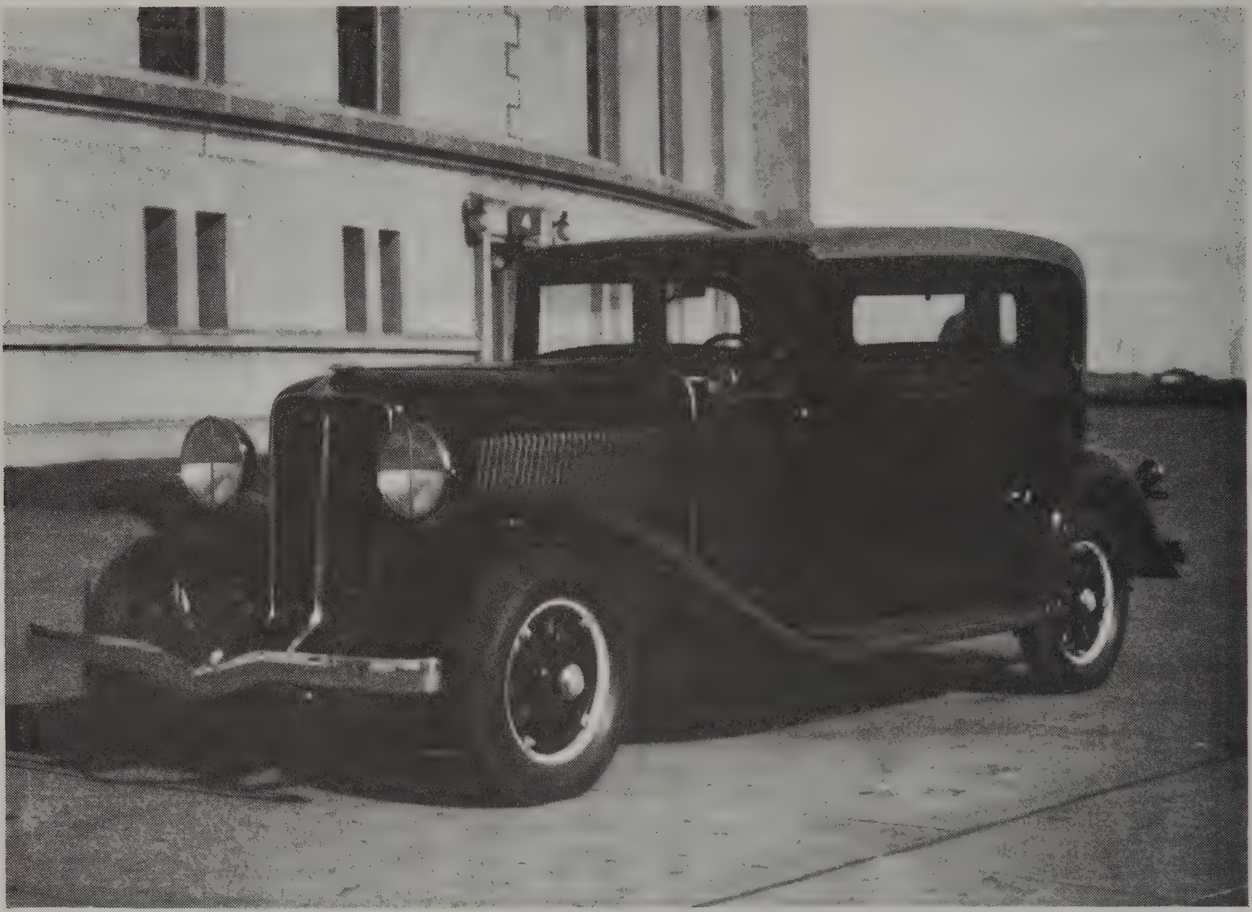


Old Car Buffs Really Go for That Beautiful Classic...

BUT WHEN THEY TRAVEL . . .
THEY GET A NEW Ford AT

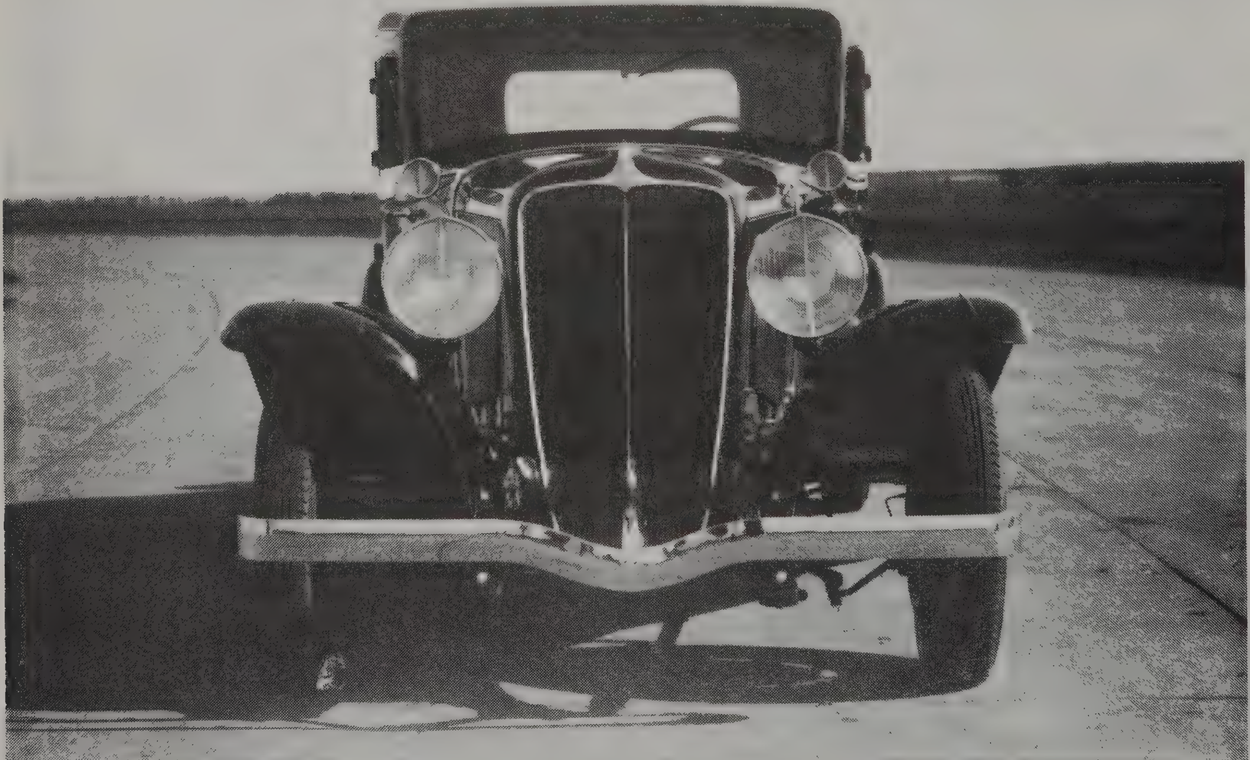
AUBURN MOTOR SALES

203 E. 9th St. 925-3100
1304 N. Main St. 925-4366

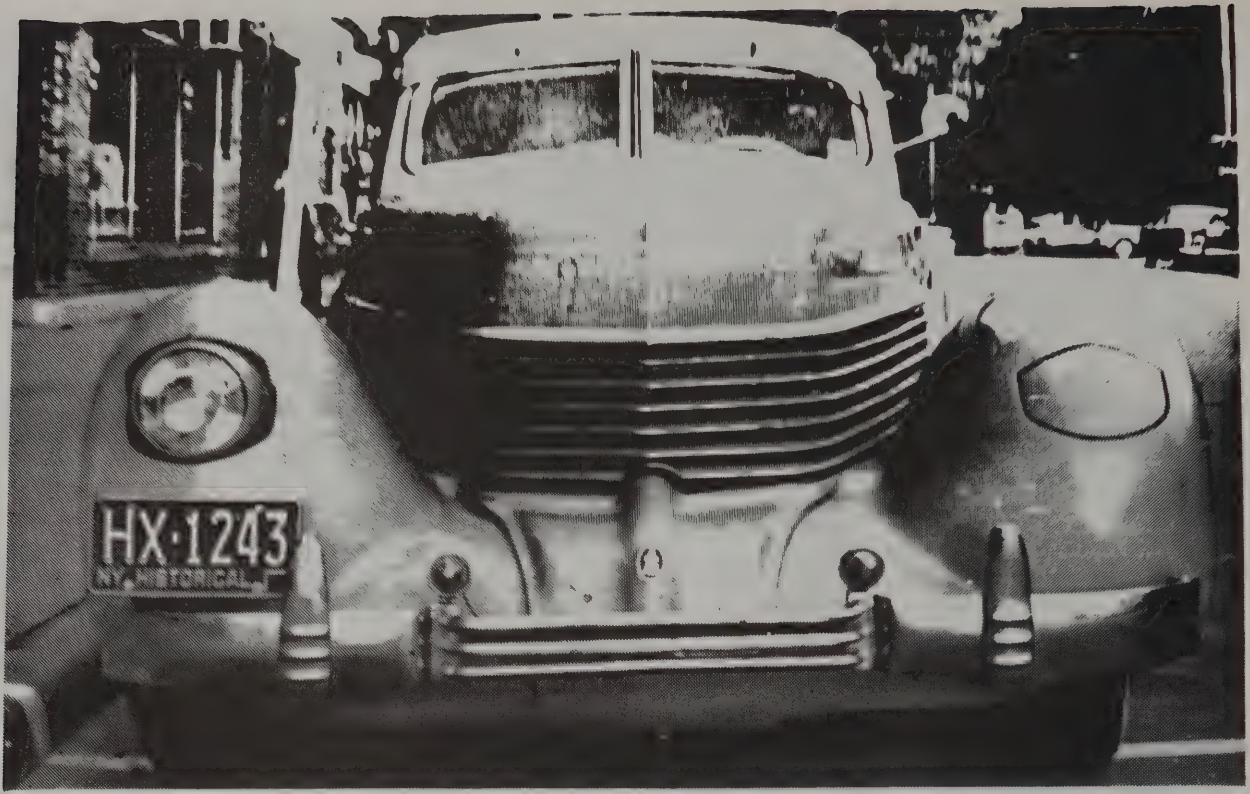


Two views of the 1926 Auburn

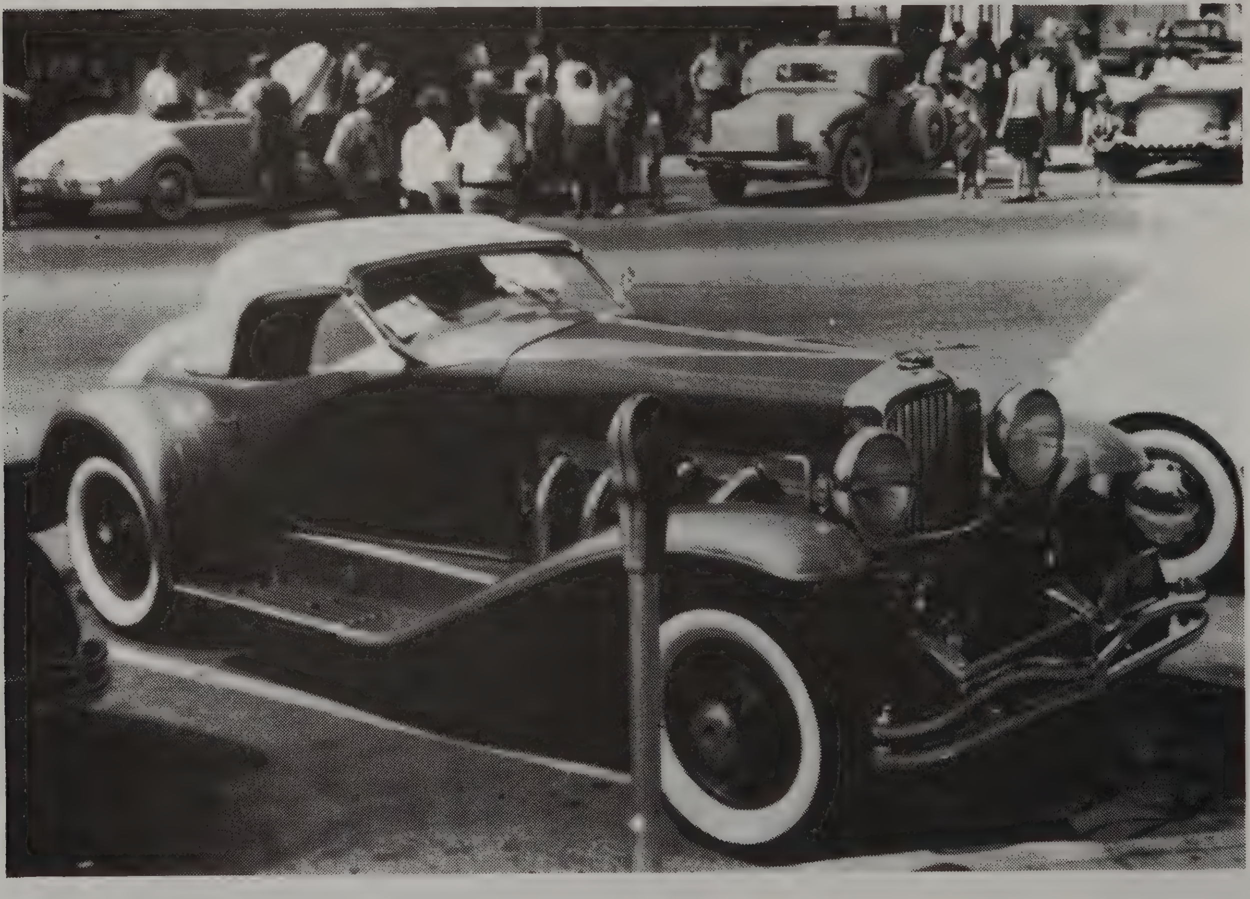
From the collection of Randy Ema



A typical scene around the square after Saturday's parade, and Jack Randinelli, ACD committeeman, right


HX-1243
NY HISTORICAL

This 1936 Cord (above) appears to be keeping an eye out for Al Ferara's SST Roadster, formerly owned by Gary Cooper



A1937 Cord, above and the Duesenberg, below, that carried Herb Newport in the 1971 parade

indiana-the center of thi
HERB NEWPORT

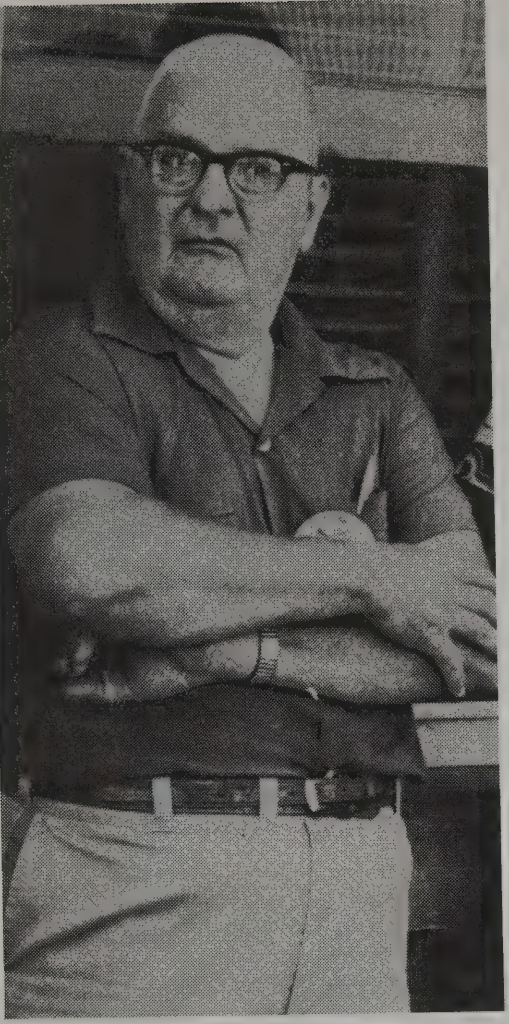
Marvin D. Shaw
Realtor

SHAW REAL ESTATE AGENCY

Since 1950

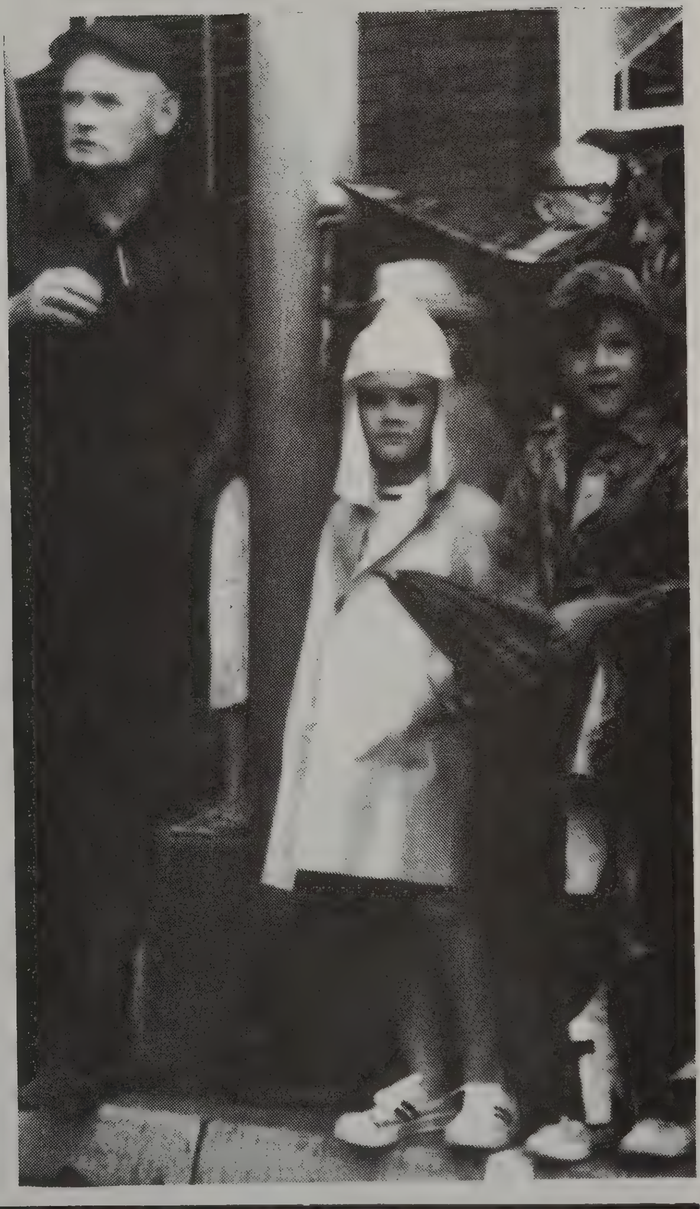
AUBURN - INDIANA 46706

Gordon Beuhrig, this year's Grand Marshall, and former Mayor Don Allison, right, and part of last year's auction crowd



Herb Newport, left, was one of Auburn Auto's top designers

Young and old alike enjoyed the 1971 parade despite the rain



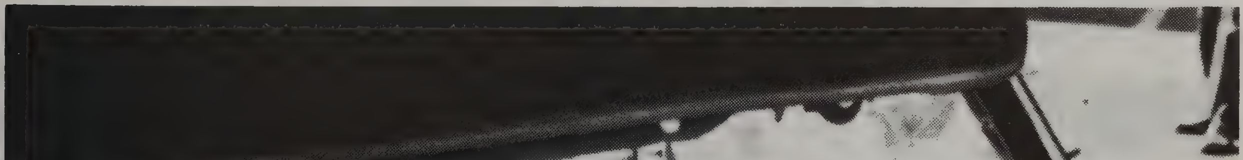
ON THE SQUARE **Gambles** OF AUBURN

After 30 Years · A NEW LOOK · In the Same Convenient Place

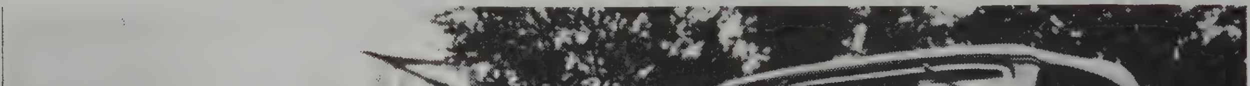
E. L. Cord lived in this house while heading Auburn Auto.

Former Police Chief Pete Barhydt takes a break to admire an Auburn Speedster

A12-cylinder 1932 Auburn, above, getting a closer look from a spectator, and an interior view of a Cord , below



ACD Weekend is a time for renewing old friendships – and making new ones. Here, William Crossett, center, talks with ACD organizers Mike Wagner, left, Jack Randinelli, seated, and John Martin Smith. Below is Crossett's 1935 Duesenberg Model J Victoria Convertible



# Restoration

## The goal of every A-C-D enthusiast: find and restore to perfection one of the classics

> "There are still many Auburns and Cords, though probably not many Duesenbergs, moldering unnoticed in barns in the boondocks."

Imagine, if you will, that you can tune into someone's dream and watch it as if you were watching a television show.

With that done, pick for your subject a fervent enthusiast of the Auburn-Cord-Duesenberg Club. His dream would go something like this:

He is driving along a little-used road in a backwater area of Indiana, Ohio or Kentucky when, mysteriously, his car falters then dies.

After a moment of panic, the motorist looks under the hood of the car. Unable to determine what is wrong, he begins hiking down the road for help, keeping an eye out for other vehicles that might provide him a ride to the nearest town.

After what seems to be hours the weary traveller hears a faint rumbling. He turns in time to see an ancient, rusting, barely operable pick-up truck cresting a hill and headed his way.

He waves his arms frantically, and the rumbling relic eases to a stop. The man climbs in. Behind the wheel sits a grizzled old farmer, a three-day growth of whiskers on his chin and a wad of Mail Pouch tucked not-so-neatly into his left cheek.

The man tells the farmer his problem and asks for help. The farmer immediately obliges, telling the man his farm is only a mile or so away and he has tools in his barn. They can go pick up the tools, then return to the car and see if they can fix it.

They arrive at the farm and disembark from the truck. The old farmer pushes open the barn's sliding door, and the stranded motorist stops in his tracks. His jaw slackens in surprise and awe.

Sitting before him in all its pristine glory is a 1936 Auburn Boattail Speedster. It is dusty, and partially covered with bird droppings, but otherwise in perfect condition.

The old farmer notices the wonderment on the stranger's face and begins explaining the presence of the classic auto in his barn before the stranger can even ask.

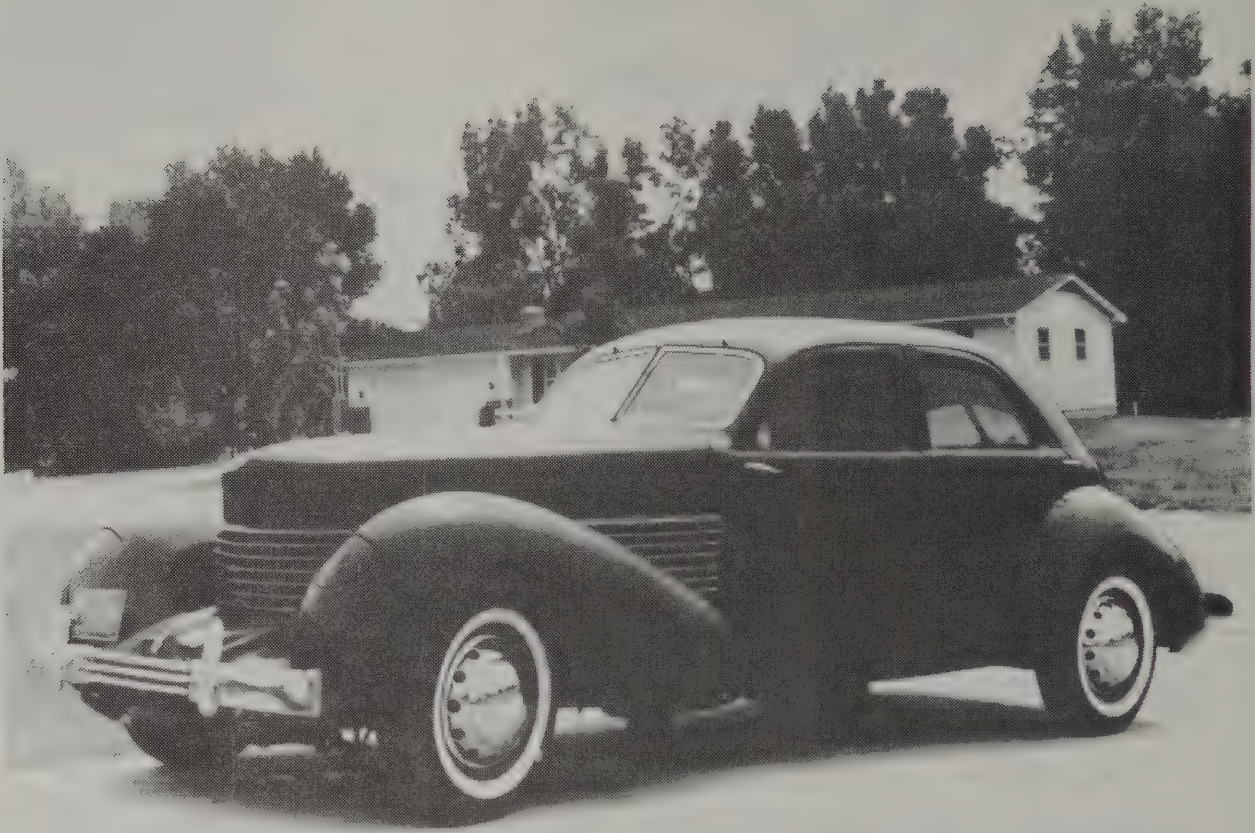
"That old thing belonged to my wife's brother," says the farmer. "He was a big-shot lawyer up in Nashville. Anyway, when he died, he left her the car. She never learned to drive and I didn't have no use for the dang thing. Can't haul anything in it. It's just set here clutterin' up my barn for about thirty years. Still runs, we've started it up two-three times, but it ain't been out of the barn since the day it was drove in here in 1941."

The stranger, recognizing the value of the car, tries to appear calm and collected, but is still a little breathless when he asks the farmer if he'd be willing to sell the car.

"Durn tootin'," comes the reply. "Fact is, I'd almost be willing to pay you to take if off my hands."

They settle on a price of $250, and the classic car enthusiast leaves on cloud 9, the proud new owner of an almost mint condition Auburn Boattail Speedster.

**Sounds idyllic, but remember it was a dream. Few, if any, "finds"**



Don Allison's Cord 810 Westchester Sedan. It was in pretty good shape when he got it. It will be perfect when he is done.

have occurred that way, but A-C-D enthusiasts feel there are still many Auburns and Cords, though probably not too many Duesenbergs, moldering unnoticed in barns in the boondocks.

One of the cornerstones of the A-C-D Club is the restoration of old Auburns, Cords and Duesenbergs.

Right now, there are probably hundreds of the classics in various stages of restoration, including three in "the hometown of the classics" itself, Auburn.

Don Allison is restoring a 1936 Cord Model 810 Westchester Sedan, Al Gengnagle is working on a 1934 Auburn Model 850-X Sedan, and Dr. Donald Derrow is finishing a 1936 Auburn Model 654 four-door sedan.

Their stories, though not as ideal as the one in the dream, are interesting, nonetheless.

Al Gengnagel's 1934 Auburn, of the three cars under restoration in Auburn, was probably the worst "basket case of the three." He located the car through a classified advertisement in Hemmings, Ohio.

He called the owner immediately, a stroke of luck of sorts since more than 20 others expressed an interest in the vehicle. But Al was the first, and the owner, an honorable man, promised to hold the car until Al saw it.

Al bought the car amost the moment he saw it. He could tell it needed work, lots of work, but discovered the old car was remarkably complete.

Though the owner had covered the engine itself with plastic the rest of the car was exposed to the elements for no one knows how long. The unique tar-paper-wood top was long gone, and the interior of the Auburn had been all but ruined by the rain.

But despite the sorry condition of the car, it was a prize to Al and he hauled it back to Auburn proudly.

Don Allison's Cord was, in contrast to Gengnagel's "basket case" in remarkably good condition when he bought it. The prior owner had been Howard Conrad, head of the gas company locally, and when Don found the car it was sitting in storage on gas company property at Township Line Road and Ensley Avenue.

Conrad and his wife had used the car as a second vehicle in Saginaw until just a few years ago, and though the engine needed work, the body and interior had already been partially restored.

Allison, who already owned an Auburn 851 Sedan, made Conrad an offer, he accepted, and Allison became the owner of Cord to go with his Auburn. Now all he needs is a Duesenberg.

Dr. Derrow, of the three men now restoring cars, is the only one to know most of the history of his car. The original title lists Frank McCollough as the owner.

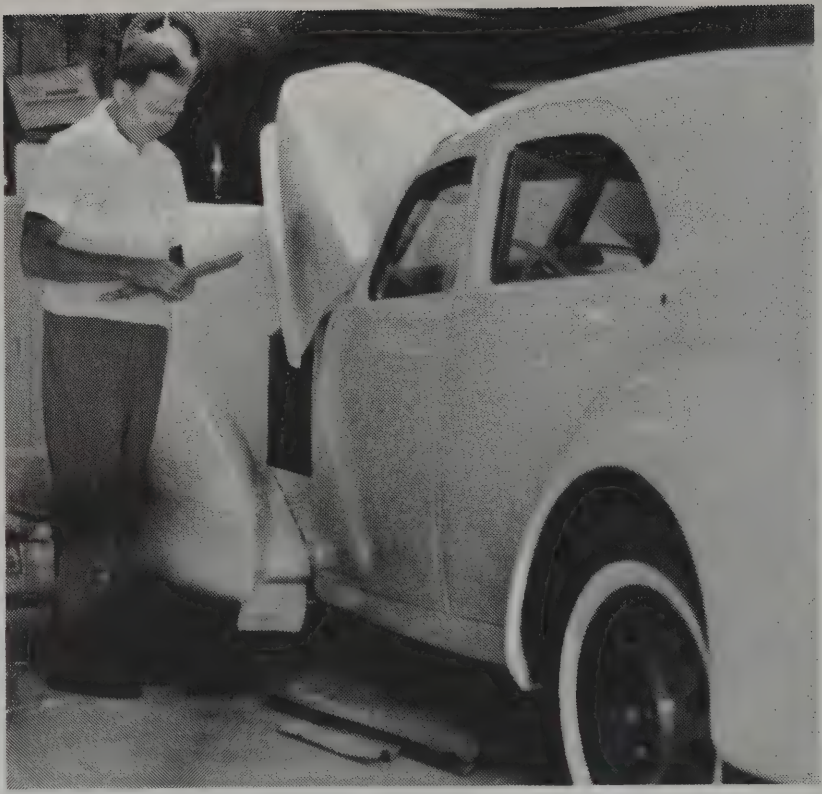
Time is probably the single
most important ingredient
in the restoration formula . . .

Dr. Donald Derrow and his 1936 Auburn 654

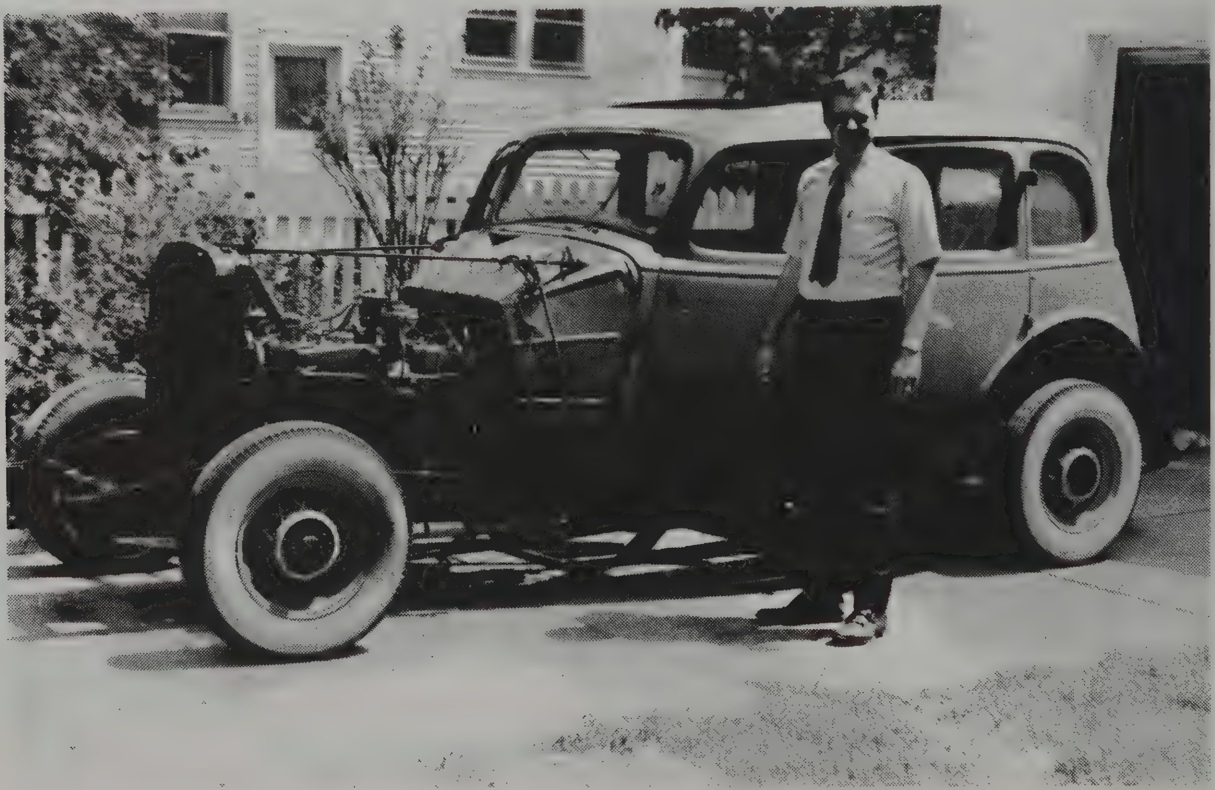
Dr. Derrow bought the car from a Tri-State college student in Angola, who had purchased the car in Elkhart. He'd begun restoration, but ran out of money. Derrow says he is not sure if there was more than one owner between McCollough and the college student.

Though he is now in the process of restoring the engine, the car was operable when he bought it, Derrow said. In fact, he drove it home to Auburn from Angola. it is possible, he said, that he will drive the car in this year's A-C-D parade over the Labor Day weekend.

But that depends on one thing — time. Time is probably the single most important ingredient in the restoration formula, though a good deal of luck and some saavy about automobiles is more than a little necessary.



Don Allison with his nearly restored 1936 Cord 810 Westchester Sedan



Al Gengnagel, proud owner of a 1934 Auburn 850 - X Sedan

If you are considering restoring an Auburn or Cord, or if you are lucky enough a Duesenberg, talk first to Don Allison, Al Gengnagel or Dr. Donald Derrow.

Allison has restored an Auburn, is in the final stages of restoring a Cord, and has another Auburn waiting in the wings. Gengnagel is a little more than one-third of the way done with restoring an Auburn that was a classic "basket case" when he got it. Derrow is almost done with his restoration of an Auburn. They can tell you what it is like.

"Most any car of this approximate vintage and in reasonable condition (in this case a 1936 Cord 810 Westchester) will require at least two years of restoration time if the car is brought back to original and like-new condition," said Allison. "It requires a near complete disassembly of all parts of the car and a careful restoration or replacement of all components."

Allison got the Cord in 1970, starting restoration in September of that year. He still has about two months to go before it's done, not enough time left to show the car at this year's A-C-D reunion, but plenty of time to finish for 1973.

To get parts for the car, Don went to nearby states, including Indiana, Illinois and Ohio, but also as far away as Oklahoma and New Jersey.

The Cord has been restored, literally from the bottom up. First the under portion of the car was restored, including new wheel bearings, and complete restoration of the brake system.

Then work began on the engine and the Cord's precedent-setting front wheel drive assembly and transmission. That work was done by Howard Carper, a former Cord mechanic, who also helped with the engine restoration.

The engine work was perhaps the most painstaking for Allison. "It required several months in our shop," he said, "due to time and scrounging for new parts."

The engine block was remachined and rebored, the crankshaft reground, and new pistons, rings, bearings and valves and internal parts assembled. Electrical parts were rebuilt or replaced, and the crankshaft and pistons and rods balanced before assembly.

Next came the body work, and again, experts were called. Dick Foster and Jim Newman did the work in Foster's garage. The car was painted an original Cord color (cigarette Cream) after Allison obtained the formula and mixed the paint in his shop.

"Use of any color other than one of the eight originals is not acceptable to the judges at the A-C-D reunion," Allison said. The exhaust system was replaced, the radiator cleaned and repaired, body fittings rechromed, and new tires, exactly like the originals with their fat white sidewalls, were purchased from one of two or three companies that still produce the old tires.

The last phase, which Allison is into now, is refurbishing the interior. The interior had been partially restored, but Don will re-enamel many of the handles and knobs on the dashboard, and rechrome door and window handles.

Gengnagel has completed his engine, and it runs like a top.

He's had the car two years, but didn't really begin restoration until about one year ago. On the engine, he went through practically the same routine as Allison, tearing the engine down, repairing some parts, restoring others, simply cleaning still others.

"It requires a near complete disassembly of all parts of the car and a careful restoration or replacement of all components."

stop in and see our unusual
et cetera
gift items and fine apparel
112 N. Main
925-2577

Though it will probably go unnoticed by the casual observer, A-C-D restorers stress authenticity. And to them, there is little or nothing as important as a true restoration of the engine. Al Gengnagel, left, and Don Allison, below, have finished engine restoration on their cars, while Don Derrow, right, is almost finished.

Now he is working on the frame, and says he may drive the car in this year's parade sans body with just the engine and frame restored. After the frame, the body work will be done, then the interior. Hopefully, Al says, the car will be ready for next year's A-C-D reunion.

Al is facing a problem in restoring the body that is shared by Dr. Derrow.

Al's car is a 1934 Auburn 850-X and Don's a 1936 Auburn 654. Both have an unusual wood-chicken wire-tar paper top, installed because an all-metal top would pop up and down at highway driving speeds.

"I talked to a man who used to put the tops in for the Auburn Automobile Company," Derrow said, "and he told me it took eight hours for two men to do one top."

The top to Gengnagel's car was gone when he got it, but Derrow's was still intact. He partially dis-assembled it to see how it was made, and hopes to learn enough from that to reassemble a new one for his car.

Derrow is currently working on his car's engine, following again much the same route taken by Allison and Gengnagel. But his car's body needs far less work than Gengnagel's and if everything falls together for him, he may be able to show the car in this year's parade and judging over Labor Day weekend.

There is an intense pride for any man in owning a gleaming and perfectly restored classic, but without a doubt, his most memorable moments with his car will come during the restoration process.

"It is a tremendous challenge," says Derrow simply.

"Restoration goes in streaks," says Gengnagel. "If you decide to go out to the garage and work one it some evening, you better be prepared to spend a couple months with it because you will be hooked. Once you start, you will spend every spare second working on the car."

"It is a tremendous challenge."

Welcome A-C-D Club

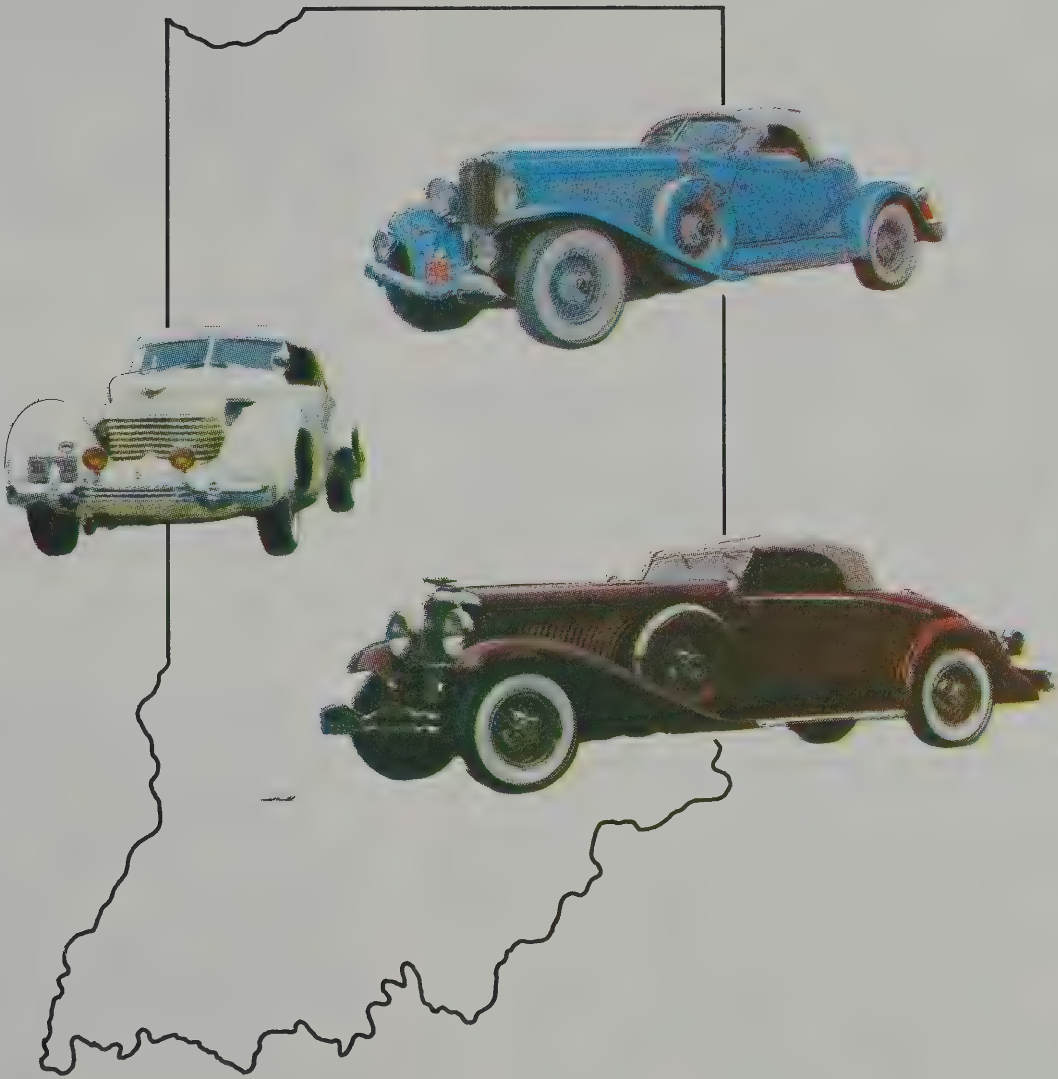
The City National Bank of AUBURN
MEMBER of F.D.I.C. & F.R.S.
AUBURN, INDIANA

The Friendly Bank
Serving You Pleases Us

A FULL SERVICE BANK

# The Classics Come Home

## 17th ANNUAL
## AUBURN-CORD-DUESENBERG FESTIVAL



**LABOR DAY WEEKEND**
**SEPTEMBER 1-4, 1972**

**"THE WORLD'S LARGEST CLASSIC CAR SHOW"**

# The Classics Come Home

From all corners of the United States . . . from Canada . . . from across the Atlantic . . . thousands upon thousands of antique car buffs will converge this Labor Day weekend on the picturesque Indiana city of Auburn, which calls itself, "the home of the classics." For many, the annual Labor Day migration to the classic car capital of the world represents a joyous pilgrimage into the automotive beauty of the past . . . a pilgrimage of truly emotional significance. To others who attend, the visit is a fleeting opportunity to see a multi-million dollar exhibition of the greatest motorcars America has ever known. To all, the City of Auburn, Indiana throws open its doors and extends a sincere Hoosier welcome to the 17th Annual Auburn-Cord-Duesenberg Festival.

The International Reunion of the Auburn-Cord-Duesenberg Club is expected to attract some 300 of the club's 1,400 members from around the world. They will bring with them over 100 of the famed Auburn, Cord and Duesenberg automobiles. The sight of these great ghosts roaming the streets of Auburn stirs anew the memories of this proud and prosperous Northeastern Indiana community that only four decades ago was one of this nation's foremost automobile manufacturing centers.

Activities this year will officially begin on Friday, September 1 as Auburn's beautiful Greenhurst Country Club plays host to the first Annual Indiana State Pro-Am Golf Tournament. And on Saturday, the Festival gets into full speed with proud A-C-D car owners preening their cars during the morning hours in preparation for the big "Parade of the Classics" at noon, followed by an afternoon of judging for Club awards. This is the crowd's delight, as the thousands of spectators have an opportunity to view the fantastic display of automotive excellence around Auburn's historic Courthouse Square.

Throughout the downtown area, concessions will be available at stands operated by local service clubs, and live entertainment will be featured during the afternoon from the grandstand. To further enhance one's memories of their visit to "The Classic City," a complete selection of souvenirs will be available, or one may take an enlightning historic tour of the City of Auburn.

On Auburn's north side, the beautiful, new multi-million dollar DeKalb High School will play host for the first time to many Festival activities. The always popular Tri-Kappa Antique Show and Sale has been moved from the downtown area to the air-conditioned comfort of DeKalb High, while the school's grounds will provide ample room for the Festival Flea Market and Swap Meet.

The crowds will return to Auburn on Monday, Labor Day as the second Annual Midwest Antique and Classic Car Auction is held. This event, too, will be held at the DeKalb High School Stadium which will provide vastly improved seating and parking accommodations. Last year's sale was the largest auction of its kind ever held anywhere in the world. Bidders and spectators alike were impressed with the quality of the cars that went on the auction block and with the excellent prices that they commanded.

There can be no doubt that the 17th Annual Auburn-Cord-Duesenberg Festival will provide one of the finest Labor Day programs that can be found anywhere in America. The City of Auburn, the Auburn Chamber of Commerce and the Auburn-Cord-Duesenberg Festival Committee extends a cordial invitation for you to be with them when . . . "the Classics Come Home!"

**Complete Schedule Of Events..............................Page 9**

**Map Of City Of Auburn......Page 14**

**FOR INFORMATION OR ASSISTANCE WITH RESERVATIONS, CALL . . . THE AUBURN CHAMBER OF COMMERCE TELEPHONE (219) 925-1604**

© 1972 Auburn-Cord-Duesenberg Festival Committee — Auburn, Indiana 46706

# Parade Of The Classics

An estimated 25,000 people will line the streets of Auburn again this year to view the 17th annual "Parade of the Classics," the nation's largest and most glamorous parade of classic motorcars.

Over 100 Auburns, Cords, and Duesenbergs will wind their way through the streets of Auburn, their Hoosier home, in the elegant parade of America's greatest motorcars which will step off at 12 noon on Saturday, September 2.

These Auburn Speedsters are just one of the many thrilling sights to be seen as the "Parade of the Classics" winds its way over a 23-block parade route.

The DeKalb High School Marching Baron Band will again lead the "Parade of the Classics." Four other outstanding high school bands will also be featured in the line of march.

According to Al Gengnagel, this year's parade chairman, the "Parade of the Classics" will be divided into five sections. The first division headed by the Grand Marshal will contain Auburn-Cord-Duesenberg Club officers and officials of the Auburn-Cord-Duesenberg Festival Committee along with other dignitaries.

The Auburn, Cord and Duesenberg cars will each have their own section of the parade and will be followed by auction and miscellaneous cars. Each of the five parade sections will be headed by a marching band. The DeKalb High School Marching Barons will again be the lead band in the parade with four other outstanding bands from the Tri-State area also scheduled to participate.

Gengnagel has indicated the 1972 parade route will be the same as that used last year. The parade will travel north on Jackson Street to Seventh Street; east on Seventh Street to Main Street; south on Main Street to Eleventh Street; and east on Eleventh Street to Cedar Street. At that point, A-C-D cars will proceed north to return to the Courthouse square for judging and public viewing while other units in the parade will proceed south to disband.

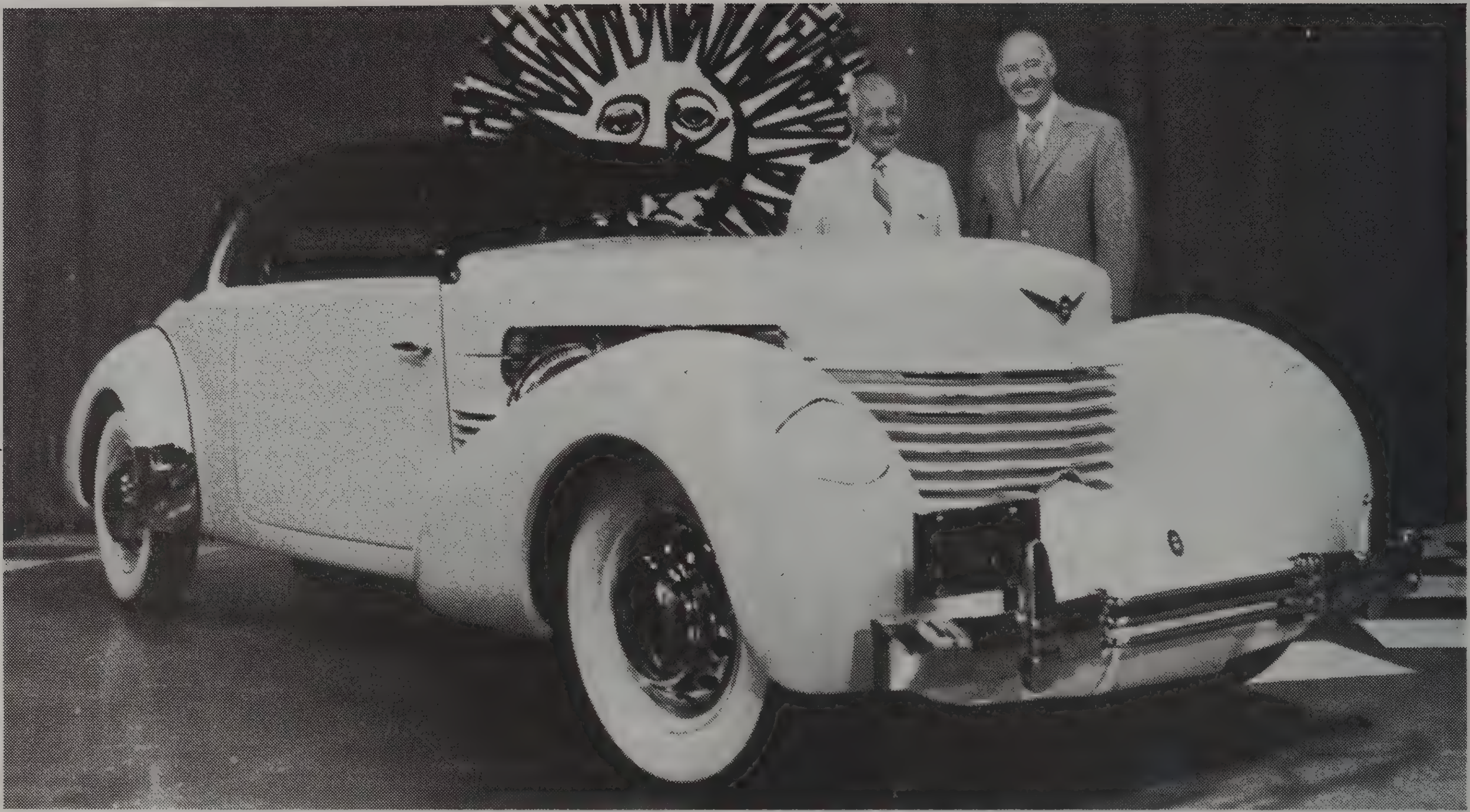
The reviewing stand for the 17th Annual "Parade of the Classics" will be at the intersection of Main and Ninth Streets in downtown Auburn.

AAA **STARLITE MOTEL**

**I-69 And Indiana 8**
**Auburn, Indiana**

**RICHARD'S RESTAURANT**

**I-69 And Indiana 8 ● Auburn, Indiana**
**Open 7 A.M. to 9 P.M.**
**LABOR DAY WEEKEND**



Two familiar faces at the Auburn - Cord - Duesenberg Festival each year during one of their television appearances prior to last year's meet. Pete DePaolo (l.) and Gordon Buehrig (r.) are shown with the beautiful 1937 Cord designed by Buehrig. DePaolo, winner of the 1925 Indianapolis 500, was Grand Marshal of last year's parade.

Sheraton Inn

Fort Wayne

Washington at Lafayette St.

Free Secured Parking

The Summit City's
Livliest Night Spot

Phone 422-9577

## A-C-D Festival Discovers "NEW" Duesenberg!

The Official Hostess of the 17th Annual Auburn-Cord-Duesenberg Festival will be an attractive and significant addition to Auburn's Labor Day activities. She will be Miss Dale Duesenberg, a distant descendant of Fred and Augie Duesenberg.

Dale is a native of St. Joseph, Michigan, and is a graduate of Michigan State University. She was formerly employed by the Win Schuler Restaurant in St. Joseph and will be flying to Auburn from Marina Del Ray, California where she is now a stewardess for Continental Airways.

Miss Duesenberg is the daughter of Mr. and Mrs. Kenneth Duesenberg and has three other brothers and sisters. It is hoped that several other members of the Duesenberg family will also be in Auburn for the A-C-D Festival this year.

# 20th Anniverary of Auburn-Cord-Duesenberg Club

The 1972 International Reunion of the Auburn-Cord-Duesenberg Club will mark the 20th Anniversary of that organization which has grown to become one of the most respected and widely-known automobile clubs in the world.

It all began in 1952 when Harry Denhard of Greenville, New York ran an ad in **Motor Trend** magazine seeking correspondence from persons "interested in an organization for the restoration and preservation of Auburn, Cord and Duesenberg automobiles."

An avalanche of mail followed, but with now typical A-C-D dedication, Mr. Denhard answered every inquiry, kept rosters and membership files and single-handedly published a monthly newsletter for two years.

The following 18 years have been a success story that the Auburn-Cord-Duesenberg Club and the City of Auburn, Indiana proudly share with the world every Labor Day Weekend. It's the time when the classics return to their Hoosier home and A-C-D Club members from around the world gather for their International Reunion.

The Auburn-Cord-Duesenberg Club now numbers some 1,400 members from the United States, Canada and 13 other foreign countries. Club members own about 1,300 cars of the three makes which is thought to be more than half of the Auburns, Cords, and Duesenbergs known to exist anywhere in the world.

Club members are "dedicated to the restoration and preservation of three of America's most advanced and outstanding motor cars — Auburn, Cord and Duesenberg." The Club also has as its motto, "For those who have never relished the commonplace."

As the Auburn-Cord-Duesenberg Club begins its 20th year, it is far from the one-man organization it was at inception. The Club is governed by a nine-man Board of Directors along with current President, Robert W. McEwan of Wayne, New Jersey; Vice-President, Richard C. Greene of Mahwah, New Jersey; Secretary, Ron Irwin of Artesia, California; and Treasurer, A. Sydney Ayers of Circleville, Ohio. In addition, William C. Kinsman of Buffalo, New York serves as Editor of the Club's monthly Newsletter.

The City of Auburn, the Auburn Chamber of Commerce, and the Auburn-Cord-Duesenberg Festival Committee join in extending sincere best wishes and hearty congratulations to the Auburn-Cord-Duesenberg Club on its 20th Anniversary.

OFFICIAL SUPPLIER

**Auburn-Cord Duesenberg Festival Souvenirs**

the wagner company

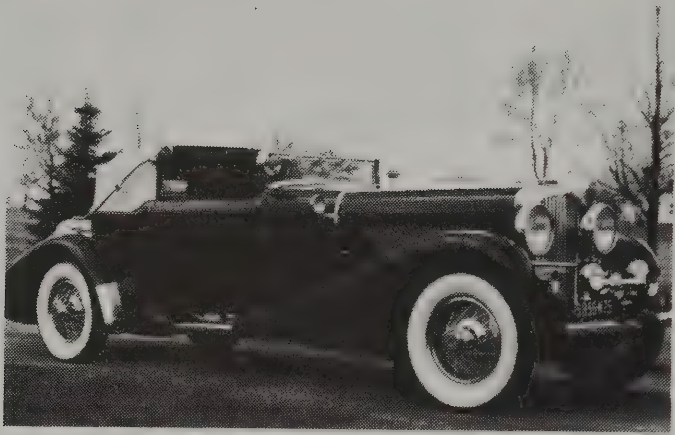
AUBURN, INDIANA

- KEY CHAINS
- NOTE PAPER
- BUMPER STRIPS
- TROPHIES
- GLASSWARE
- JEWELRY
- LICENSE PLATES
- HATS
- MODEL KITS
- BADGES
- METAL MINIATURES

Look for the Festival Souvenir Stands Downtown & DeKalb High School

**Write for Free A-C-D Souvenir catalog**

# 2nd Annual Midwest Antique And Classic Car Auction



The famed Greta Garbo Duesenberg (pictured) will feature the 1972 Midwest Antique & Classic Car Auction. What might well be the star attraction of Auburn's second great car auction was recently consigned to the sale by its present owner, Lew Lazarus of Forreston, Illinois. The car is expected to command a price in excess of $100,000 making it the most expensive car ever to go on the auction block anywhere in the world. Custom-made for the actress — now a recluse in Paris — in 1933 at a cost of $24,000, the Duesenberg is 24 feet long and has a 590 cubic-inch engine which enables "Greta" to do 110 miles per hour in second gear. It has 18-inch diameter headlights and nine-inch diameter taillights and a dashboard which features some 20 different instruments.

First came the rains. Then came thousands of people. More rain fell. And more people came.

That was the story of the 1st Annual Midwest Antique and Classic Car Auction which was held Labor Day, 1971. But, in spite of the inclement weather, that wasn't the whole story.

Traffic on interstate highways leading into Auburn that fateful morning backed up for three miles in each direction as thousands of car enthusiasts and curious spectators converged on the community to see over $1 million in automobiles go on the auction block.

By days' end, more than 100 cars of all descriptions had gone up for auction including a record-breaking offering of three Duesenbergs. Auctioneers reported that over 70% of the cars on the block had been sold with the top bid being $70,000 on a 1931 Duesenberg LaGrande phaeton. The bid was refused by the car's owner, but the hectic bidding kept the 15,000 onlookers tense and excited.

Sporty Auburns, revolutionary Cords and elegant Duesenbergs — all a part of Auburn's rich automotive heritage — passed before the bidders as did Packards, Pierce Arrows, Rolls Royces and, yes, even Model T's.

The huge circus tents will rise again in Auburn in 1972 to herald the 2nd Annual Midwest Antique and Classic Car Auction. But this year, the tents will go up on the spacious grounds of Auburn's beautiful multi-million dollar DeKalb High School. Here the large crowds can be comfortably accommodated in the school's stadium with ample parking available on the grounds.

The 1972 sale is expected to be the largest and finest classic car auction in the nation's history. The fabulous Greta Garbo Duesenberg has already been consigned to the auction along with numerous Auburns, Cords and other classics.

Cars to be auctioned will be on display Sept. 2 & 3 during the Auburn-Cord-Duesenberg Festival. Flea Market and Swap Meet activities will also be on the DeKalb grounds for the weekend and numerous concessions will be available for spectators.

The 2nd Annual Midwest Antique and Classic Car Auction will begin promptly at 11:00 a.m. on Labor Day, Sept. 4. A live open air concert featuring vocal groups and marching bands will be staged for early arrivals beginning at 10:00 a.m.

**JERRY'S**

SUNOCO

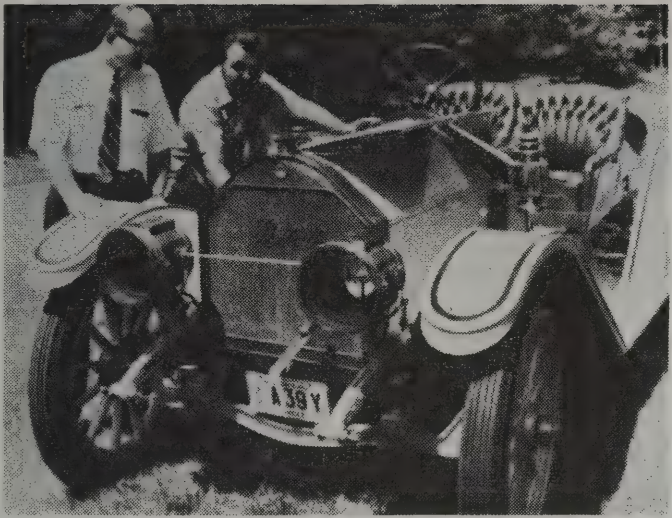
**SERVICE**

**AND TIRE CO.**

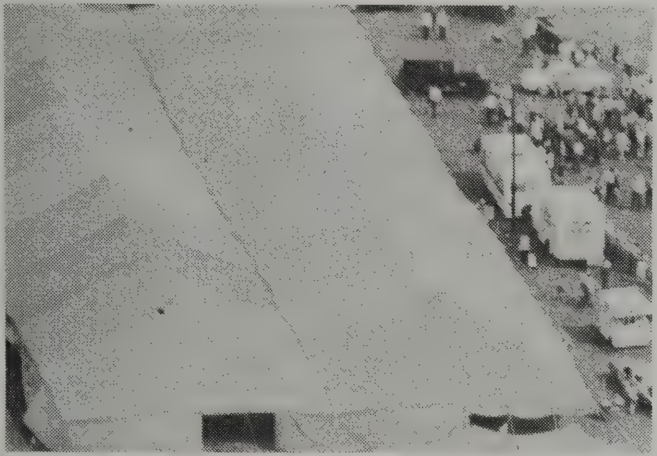
**Open 24 Hours**
**Emergency Road Service**

**PHONE**
**925-0015 or 925-9997**

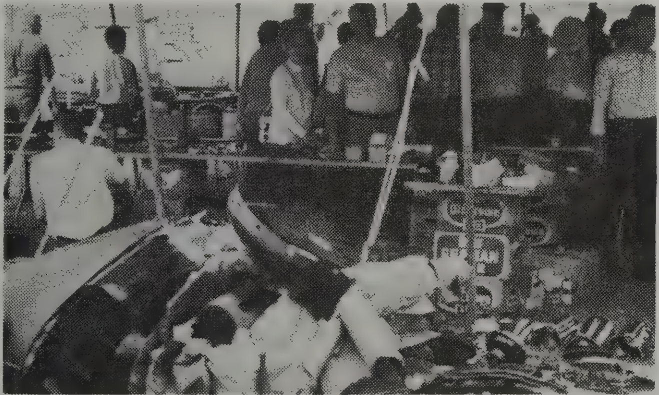
**INDIANA 8 WEST AT I-69**
**AUBURN, INDIANA**



Auburn auctioneer Russell Kruse, left, and Leo Gephart, right, inspect a 1911 Marion Bobcat before it went on the auction block at last year's Midwest Antique & Classic Car Auction. Kruse is President of the Kruse Classic Auction Company which handles the sale, while Gephart is the classic car advisor for the auction.



THE AUBURN "BIG TOP". This aerial photo taken at the 1971 Midwest Antique and Classic Car Auction shows the large tent erected to display auction cars. To the right, but not in view, was another large tent in which the auction was conducted.



EVERYTHING FROM NUTS TO BOLTS! Some items may defy description, but you can find almost anything at the Festival Flea Market and Swap Meet which will be held Sept. 2-3-4. The much larger, secured grounds of DeKalb High School are expected to attract many vendors from throughout the Midwest. Only automobile-related items may be swapped or sold.

**AUBURN INTERSTATE STANDARD SERVICE**

STANDARD

**2 MINUTE AUTOMATIC BRUSH WASH**

**OPEN 24 HOURS**

**AMOCO MOTOR CLUB**

**925-9944**

**Junction I-69**
**and Indiana 8**
**Auburn, Indiana**

**Bud Smith's**

**DAIRY QUEEN BRAZIER**

Dairy Queen

**PHONE**
**925-1233**

**Indiana 8 West At I-69**
**Auburn, Indiana**

# Holiday Inn®

## ANGOLA, Indiana

**more than a resort... it's a holiday heaven!**

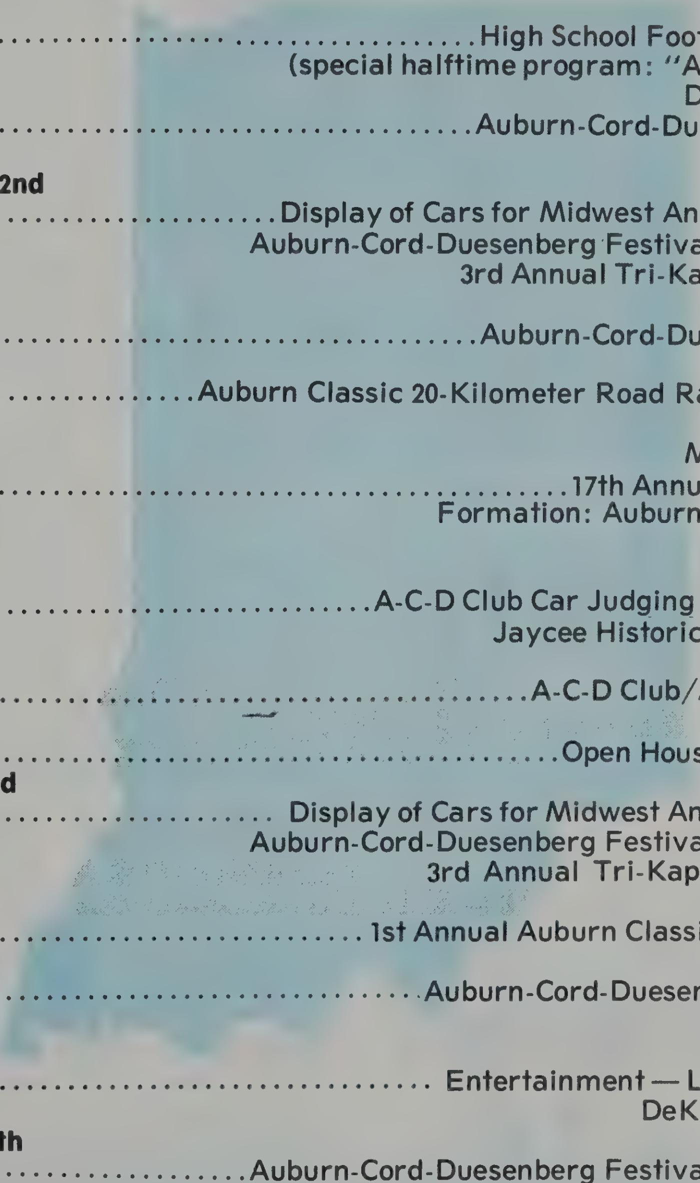
- 156 air conditioned rooms with color TV, vibrating beds, every comfort!
- beautiful 14-acre site with a large, lawn-bordered swimming pool plus indoor pool, saunas, and whirlpool.
- adequate, well-lighted parking, 20 min. north of Auburn on I-69, reasonable rates - children under 12 free
- two richly-appointed dining rooms for delicious, moderate-priced meals. Coffee shop for inexpensive snacks. Lounge with live entertainment
- banquet and meeting rooms for your company's use.
- our own private lake — Lake Charles — stocked with fish. Free use of four rowboats.
- snowmobiles are operated by the Holiday Inn in winter.

**JCT. STATE RD. 127 AND I-69**
**EXIT 12 INDIANA TOLL ROAD**

**PHONE**
**(219) 665-9471**

# 17th ANNUAL
# AUBURN-CORD-DUESENBERG FESTIVAL
Auburn, Indiana

## Schedule of Events



**Friday, September 1st**

| | |
|---|---|
| All Day | 1st Annual Indiana State Pro-Am Golf Tournament<br>Greenhurst Country Club |
| 7:00 p.m. | High School Football — DeKalb vs. Bluffton<br>(special halftime program: "A Salute to the Classic City")<br>DeKalb High School Stadium |
| P. M. | Auburn-Cord-Duesenberg Club Registration<br>The Auburn Hotel |

**Saturday, September 2nd**

| | |
|---|---|
| 10:00 a.m<br>to<br>9:00 p.m. | Display of Cars for Midwest Antique & Classic Car Auction<br>Auburn-Cord-Duesenberg Festival Flea Market & Swap Meet<br>3rd Annual Tri-Kappa Antique Show and Sale<br>DeKalb High School |
| A. M. | Auburn-Cord-Duesenberg Club Registration<br>The Auburn Hotel |
| 11:45 a.m | Auburn Classic 20-Kilometer Road Race (Indiana State Running Association Championship)<br>McIntosh Junior High School |
| 12 noon | 17th Annual "Parade of the Classics"<br>Formation: Auburn-Cord-Duesenberg Building<br>Review: Downtown Auburn |
| 1:00 to<br>5:00 p.m. | A-C-D Club Car Judging and Public Viewing of Cars<br>Jaycee Historic Tours of the City of Auburn<br>Auburn Courthouse Square |
| 6:00 p.m. | A-C-D Club/American Legion Barbeque<br>Eckhart Memorial Park |
| P. M. | Open House at Auburn fraternal clubs |

**Sunday, September 3rd**

| | |
|---|---|
| 11:00 a.m.<br>to<br>9:00 p.m. | Display of Cars for Midwest Antique & Classic Car Auction<br>Auburn-Cord-Duesenberg Festival Flea Market & Swap Meet<br>3rd Annual Tri-Kappa Antique Show and Sale<br>DeKalb High School |
| 10:00 a.m. | 1st Annual Auburn Classic Festival Twirling Contest<br>DeKalb High School |
| 1:00 p.m. | Auburn-Cord-Duesenberg Club Awards Banquet<br>Win Schuler's/Marriott Inn<br>Fort Wayne, Indiana |
| 8:00 p.m. | Entertainment — Live Stage Concert Program<br>DeKalb High School Auditorium |

**Monday, September 4th**

| | |
|---|---|
| 10:00 a.m.<br>to<br>6:00 p.m. | Auburn-Cord-Duesenberg Festival Flea Market & Swap Meet<br>3rd Annual Tri-Kappa Antique Show and Sale<br>DeKalb High School |
| 10:00 a.m. | Entertainment — Live Open Air Labor Day Concert<br>DeKalb High School Stadium |
| 11:00 a.m. | 2nd Annual Midwest Antique & Classic Car Auction<br>DeKalb High School Stadium |

# 3rd Annual Tri-Kappa Antique Show

When the always-popular Tri-Kappa Antique Show and Sale unfolds this Labor Day weekend, it should be of even more interest to the thousands who visit the event each year. During the past year, the Auburn Tri-Kappas in cooperation with the Eckhart Public Library of Auburn have established the Tri-Kappa Collection of Auburn Automotive Literature.

Profits derived from the annual Antique Show will be used to fund this collection which was established to further recognize and preserve Auburn's unique automotive heritage. The Eckhart Public Library to this time has been sadly lacking in any records of this fabulous era in Auburn's history. This seemed particularly ironic to the Tri-Kappas since it was the Eckhart family, who established the Auburn Automobile Company, that built and endowed the library as a gift to the city of Auburn.

This year's show has been moved from its former location near the downtown area to the beautiful new DeKalb High School facility on Auburn's north side. The larger, air-conditioned building will allow the show to have over 36 dealers represented from throughout the midwestern states. In addition, the Antique Show will run for three days this year which will permit antique lovers to visit the show on Labor Day, too.

The Tri-Kappas have funded this special collection with an initial gift of $1,000. While many items have already been donated to the collection, it is hoped that other Auburn residents and interested Auburn-Cord-Duesenberg enthusiasts will step forth and provide additional material.

Aside from providing thousands of visitors to the Auburn community with an outstanding Antique Show, Auburn's Tri-Kappas can now also take pride in the fact that they have taken a positive step toward the preservation of Auburn's past.

**PENGUIN POINT**

Drive-In Drive-Thru

For Quick Service

DELICIOUS CHICKEN — SHAKES
COLD DRINKS
SANDWICHES
SALADS

THE PEOPLE PLEASING PLACE

Road 8 West

**PHONE 925-3112**

# FESTIVAL STEERING COMMITTEE NAMED

Planning for the 17th Annual Auburn-Cord-Duesenberg Festival began months ago under the direction of a new group of interested Auburn men. Actually, most of the names are old and familiar, but this year they are officially designated as the Festival "Steering Committee."

The new name for the committee, which operates as a committee of the Auburn Chamber of Commerce, was deemed necessary as the Auburn-Cord-Duesenberg Club's weekend meet at their Hoosier mecca draws more and more spectators each year.

Del Johnson, A-C-D chairman for most of the past 16 years, is again serving as General Chairman of the Festival Committee. Johnson's name is almost synonomous with Auburn itself to the hundreds of Club members who annually return to Auburn. In his spare time, Del is Vice President of Foley Pattern Company, Inc.

Assistant Chairman and Legal Counsel for the Festival Committee, is Auburn attorney John Martin Smith. Smith has been active in the A-C-D weekend for several years and was President of the Auburn Chamber of Commerce in 1969.

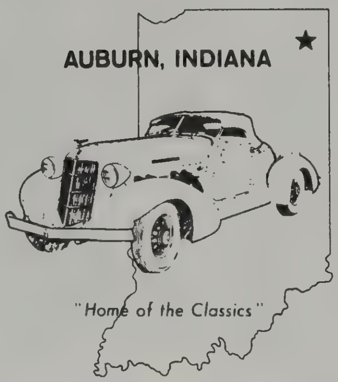
Jack Randinelli, Vice President of Auburn Federal Savings and Loan Association, is the Committee's Finance Chairman. Jack is also a past Chamber President, having served during the past year.

The Midwest Antique and Classic Car Auction and other related activities being held at DeKalb High School are being supervised by Mike Wagner, President of The Wagner Company. The Wagner firm provides all Festival souvenir items.

George Witwer, Publisher of The Evening Star, is handling the Committee's publicity efforts with the asistance of Randy Byal, last year's Publicity Chairman. Although new to the Auburn community, Witwer has proved a valuable and enthusiastic Committee member.

Chairman of the "Parade of the Classics," is Al Gengnagel of Gengnagel Fuel Company. Al's interst in the A-C-D meet in certainly genuine, as he is currently restoring an Auburn.

In addition, to the Festival Steering Committee, many other clubs, organizations and individuals spend countless hours in making the Festival a success. They take pride in their quiet northeastern Indiana community that was the birthplace to no less than 14 of America's early motorcars. And they are hard at work so that the City of Auburn may open its doors to you Labor Day Weekend, 1972.



One of the Committee's many undertakings this year was to design an emblem suitable for use in promoting the A-C-D Festival and the City of Auburn in general. The new emblem (shown left) is being used on all Festival literature and is available for use by any Auburn business or industry.

**GENGNAGEL FUEL CO.**

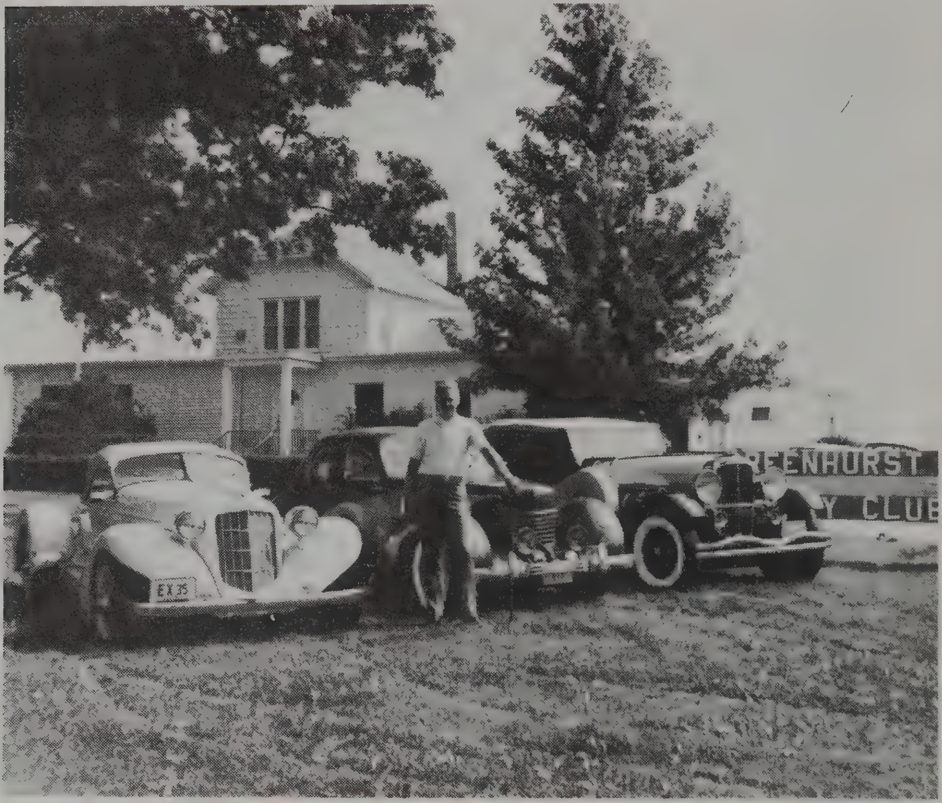
**LP GAS** **FUEL OIL**

Skelgas GULF

**Call The "HOT LINE"**
**925-3300**

**438 W. Seventh St.**
**Auburn, Indiana**

# INDIANA PRO-AM GOLF TOURNAMENT



A new state-wide golf tournament will make its debut in Auburn over Labor Day weekend.

On Sept. 1 Greenhurst Country Club will be site of the first Indiana State Pro-Am. The $3,000 event will be an 18-hole two-man best ball tournament limited to a field of 76 teams of one professional and one amateur each.

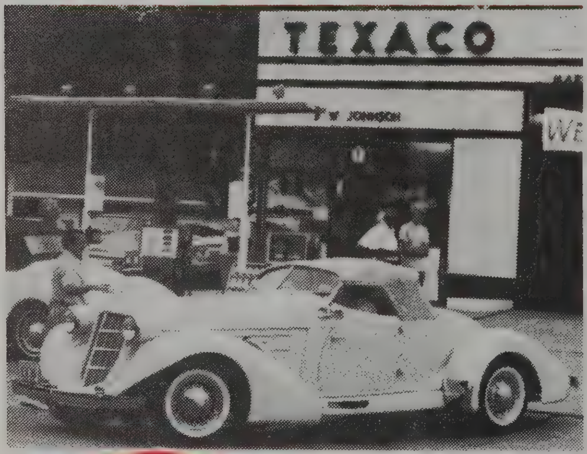
Co-sponsored by the Indiana Section of the PGA, the tournament is expected to draw the top professional and amateur players from around the state. It will be the only state-wide pro-am to be played on a scratch basis this year. This format, which has drawn outstanding fields to regional events in other states, has previously been missing from the Indiana golf scene.

The site of the 1951 Indiana PGA Championship, Greenhurst has long been considered one of the finest tests of golf in the area. The beautifully groomed 6,200-yard course places a premium on accuracy off the tee and into the small and tightly guarded greens, and has an abundance of water and woods waiting for errant shots. Greenhurst golfers consider their outstanding records in inter-club competition in recent years to be a testimony to the caliber of golf demanded by their course.

The tournament will be held the day preceding the annual three-day Club Championship and in conjunction with Auburn's annual Auburn-Cord-Duesenberg Festival, which will run from Sept. 1 through Sept. 4 and is expected to draw visitors from all over the United States and other countries, as well.

Pro-Am Tournament Chairman Jim Hamilton says: "We feel that we have the facility here and the community interest necessary to produce a tournament which will be both a challenge and a pleasure for the state's best golfers. It is our intention to build this into one of Indiana's leading golf events."

Johnson's Service Stations



TEXACO

Two Auburn Locations

Tenth & Jackson
925-3718

Jackson & Ensley
925-9962

Open 7 Days A Week

AUBURN CORD DUESENBERG STRAIGHT 8 Marriott.

GREAT NAMES GO TOGETHER!

Marriott. INN

Featuring Distinctive Dining At

Win Schuler's

I-69 And U.S. 27
FORT WAYNE

Just 10 Minutes South of Downtown Auburn

Ample Parking

24-Hour Security Guard Service

Indoor-Outdoor Swimming Pool

For Reservations, Call . . .
Mary Ott (219) 484-0411

# New Festival Activities

Two new events will be held this year in conjunction with the Auburn-Cord-Duesenberg Festival.

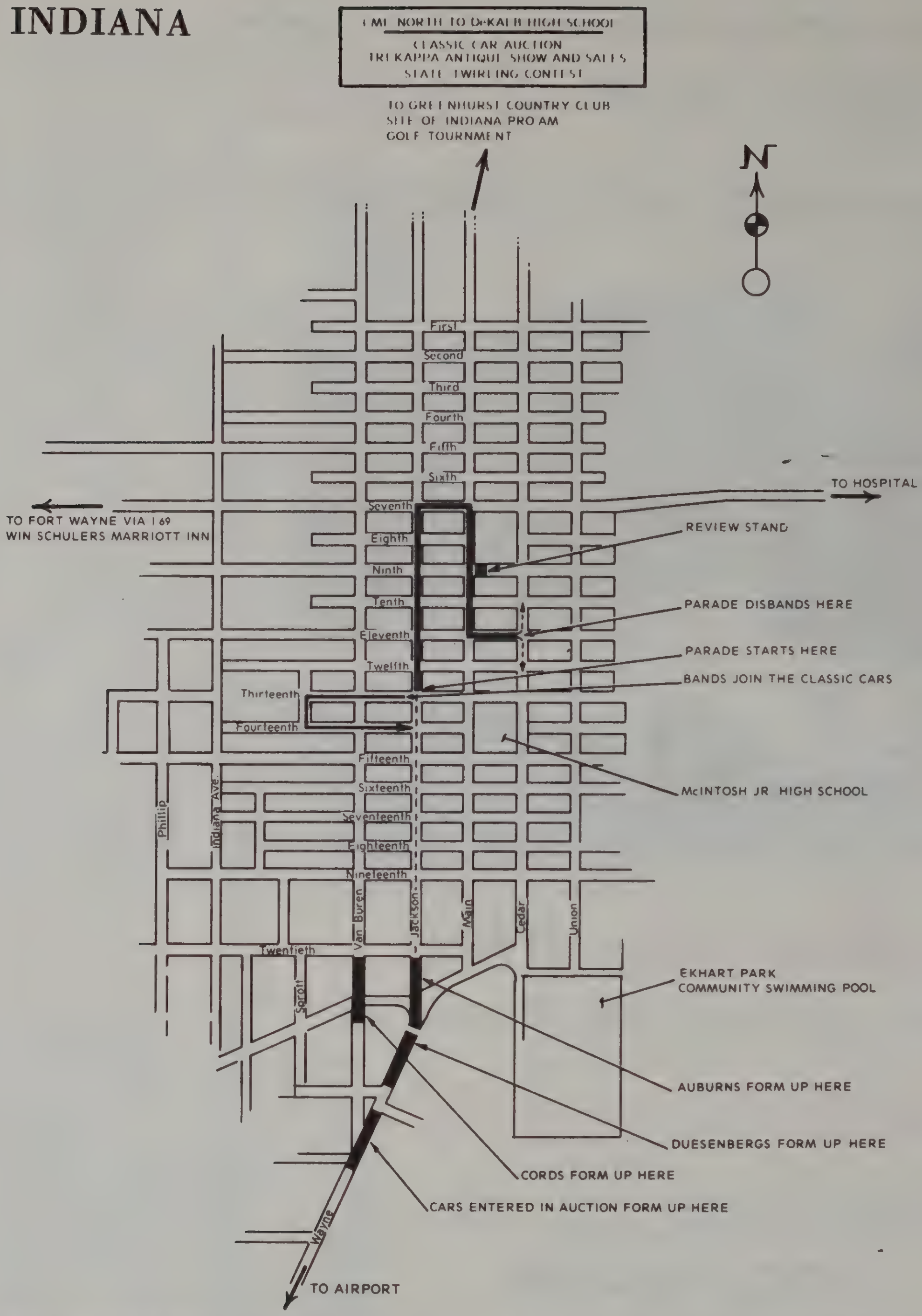
On Saturday, the Festival will host a 20-Kilometer Road Run in cooperation with the Cross-Country staff of DeKalb High School. A novel feature of this event is the fact that participating runners will make the first leg of their run through the parade route in downtown Auburn shortly before noon Saturday.

Runners will meet at DeKalb High School and then be bussed to the McIntosh Junior High School on Auburn's south side for the 11:45 a.m. starting time. The 20-Kilometer course will take the striders north through Auburn and into a marked route which will end back at DeKalb High. There will be a High School Division along with a 20 to 29 age group and a 30 to 39 bracket.

On Sunday, over 400 baton twirlers from seven mid-western states will converge on DeKalb High School for the 1st Annual Auburn Classic Festival Twirling Contest.

This event is sanctioned by the United States Twirling Association and will feature contestants ranging in age from three to twenty-one years of age. Some one thousand spectators are expected to view the contest which will begin at 10:00 a.m. in the DeKalb High School gymnasium. Twirlers will be competing for over 350 trophies, medals and ribbons which will be awarded during the day.

# AUBURN, INDIANA


1 MI. NORTH TO DeKALB HIGH SCHOOL
CLASSIC CAR AUCTION
TRI KAPPA ANTIQUE SHOW AND SALES
STATE TWIRLING CONTEST
TO GREENHURST COUNTRY CLUB
SITE OF INDIANA PRO AM
GOLF TOURNAMENT
N
First
Second
Third
Fourth
Fifth
Sixth
Seventh
Eighth
Ninth
Tenth
Eleventh
Twelfth
Thirteenth
Fourteenth
Fifteenth
Sixteenth
Seventeenth
Eighteenth
Nineteenth
Twentieth
TO HOSPITAL
TO FORT WAYNE VIA I 69
WIN SCHULERS MARRIOTT INN
REVIEW STAND
PARADE DISBANDS HERE
PARADE STARTS HERE
BANDS JOIN THE CLASSIC CARS
McINTOSH JR HIGH SCHOOL
Phillip
Indiana Ave.
Van Buren
Jackson
Main
Cedar
Union
Sprott
EKHART PARK
COMMUNITY SWIMMING POOL
AUBURNS FORM UP HERE
DUESENBERGS FORM UP HERE
CORDS FORM UP HERE
CARS ENTERED IN AUCTION FORM UP HERE
Wayne
TO AIRPORT

**S&S TIRE CO.**

**We Honor All
Major Credit Cards**

**Open 7 A.M. to Midnight**

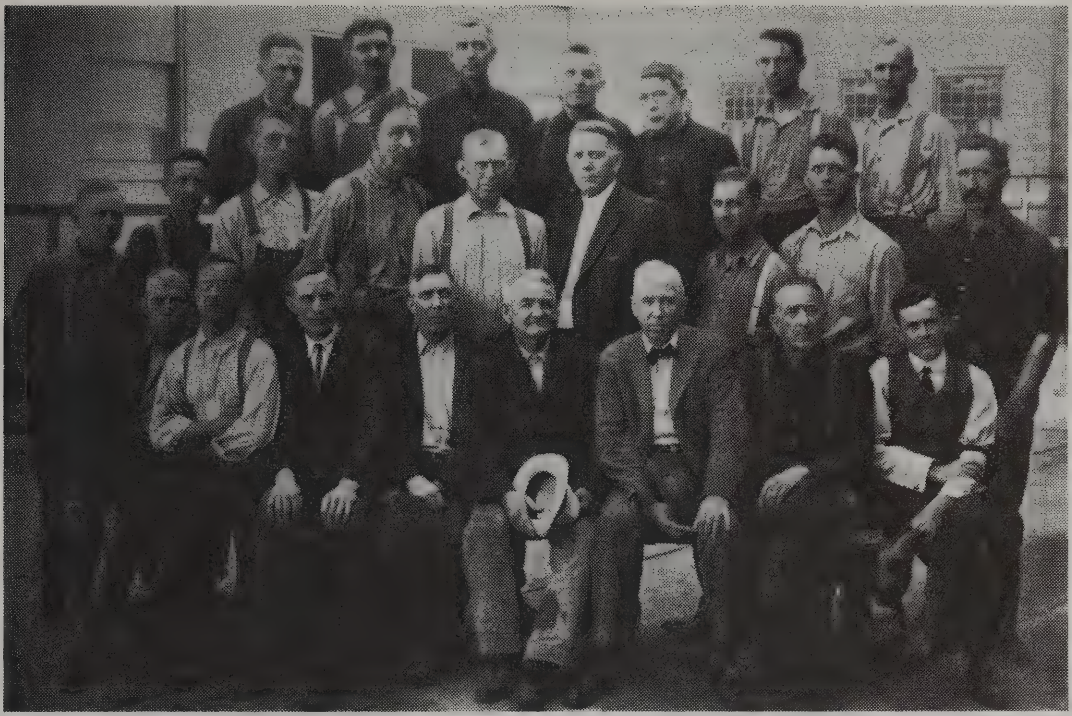
**Indiana 8 West At I-69
Auburn, Indiana**

**TEX-O-MATIC
WASH**

TEXACO

**Try Our
New Automatic Brush Wash**

**Indiana 8 West At I-69
Auburn, Indiana**



**VETERAN BUILDERS OF AUBURN AUTOMOBILES** — The men who helped build the first Auburn car and were still in the employ of the Auburn Automobile Company on September 13, 1922. Top row: B. Snepp; C. Battles; J. Rainier; L. Wolfe; C. Sebring; H. Palmer; J. Peckhart. Center row: L. Sebring; A. J. Harris; A. J. Polston; C. Bolton; C. Marvin; F. Shugers; F. Fox; G. Musser; S. Johnson. Bottom row: E. Dills; G. Howard; F. Reesh; C. Falka; H. Gill; E. A. Johnson; E. Webb; C. Van Scoick; (Lyman Ashelman absent when picture was taken).

**Enjoy our Getaway Weekend for as many days as you want.**

We've had a lot of favorable comments about our Getaway Weekend.

About the cuisine, and the dinner-dancing, and the courteous service.

And about the swimming pool, sauna baths, color television, and rooms.

But some people wanted to stay longer than two nights. While others could only stay for one.

So we've come up with two new Getaway Weekends: a one night Getaway Weekend and a three night Getaway Weekend.

So now you can stay with us for as many days as you want.

All weekend.

Per Couples Rate*

| | | | |
|---|---|---|---|
| 2 days<br>1 night | Friday, Saturday,<br>or Sunday | Your first $40.00 per couple costs only $34.50. | No room charge for children under 12 in same room with parents. |
| 3 days<br>2 nights | Friday and Saturday, or Saturday and Sunday | Your first $70.00 per couple costs only $54.50. | Basic room rates:<br>**Single** $17<br>**Double** $21 |
| 4 days<br>3 nights | Friday, Saturday,<br>and Sunday | Your first $100 per couple costs only $74.50. | Getaway Weekend includes all food and beverages charges up to specified amount. |

**Rates also applicable to groups*

**hospitality motor inns**

I-69 at SR 3
Phone: 219-484-9681
Fort Wayne, Indiana

Ideal for Conferences and Seminars when you want to entertain the entire family. All the recreational activity you would expect to find at a major resort.

Nine fully equipped meeting rooms available.

Other motor inns located in: Cleveland, Columbus, Toledo, Pittsburgh, Lexington, Lansing, Cincinnati, Indianapolis and Grand Rapids.

WELCOME BACK

AUBURN-CORD
DUESENBERG FANS!

AUBURN - CORD - DUESENBERG

"Home of the A-C-D Sweatshirts"

BE SURE TO VISIT
OUR BEAUTIFUL LADIES' DEPARTMENT

HOHAM

Men's And Women's Apparel
"Where Quality Counts"

ON THE SQUARE • AUBURN, INDIANA

It is a strange thing that motivates a man to want to own a classic automobile, it seems, a mixture perhaps of owning something rare, nostaligic attachment with an earlier, simpler time, and love of exquisite machinery far ahead of its time in engineering.

"Restorable A-C-D classics are becoming scarce," said Allison. "The most sought after of course is the Duesenberg, and the price is almost out of sight. Next on the most wanted list would be the 851 and 852 supercharged Auburn Speedsters and Phaetons, along with the Supercharged Cord Sportsman model."

Gengnagel's goal is to own one of the most sought after classics, though he vows to "never, never sell" the 1934 Auburn he is restoring. He owns several other antique cars; a 1926 Model T Ford, and 1929 Model A Ford, and 1936 Oldsmobile hearse, and 1935 Ford coupe, and two 1950 Ford business coupes.

He hopes it will be possible to get enough money for those cars someday to purchase an Auburn Speedster, or some other truly rare classic.

Another fascinating facet to restoring a classic, says Derrow, is the actual physical labor involved.

"I'm a dentist and my work is close, intricate work," he said. "It's good for me to roll up my sleeves and dig into the car. It's very different from what I do all day."

Authenticity is the watchword for an A-C-D enthusiast who is restoring an old car.

"Once in a whie, we see advertised a classic car that has been modified with a Chevy V-8 engine, etc," said Allison. "These along with reproductions, are of little value as far as I am concerned."

He continues: "High-wheeled antique cars hold no fascination for me, but I am quite interested in the true classic cars. The true classics increase in value every year, and the assortment of just old cars, with some exceptions, remain at a given value, more or less."

The true classics, cars which

Derrow, left, and Allison, below, with their nearly restored autos.

combine "eye-appealing design and true innovation" according to Allison, include some Packards, Cadillacs and Lincolns, mostly from the thirties, all Duesenbergs, later Auburn Speedsters and Phaetons, all Cords, especially the 810 and 812's, and the long nosed V-12 Auburn.

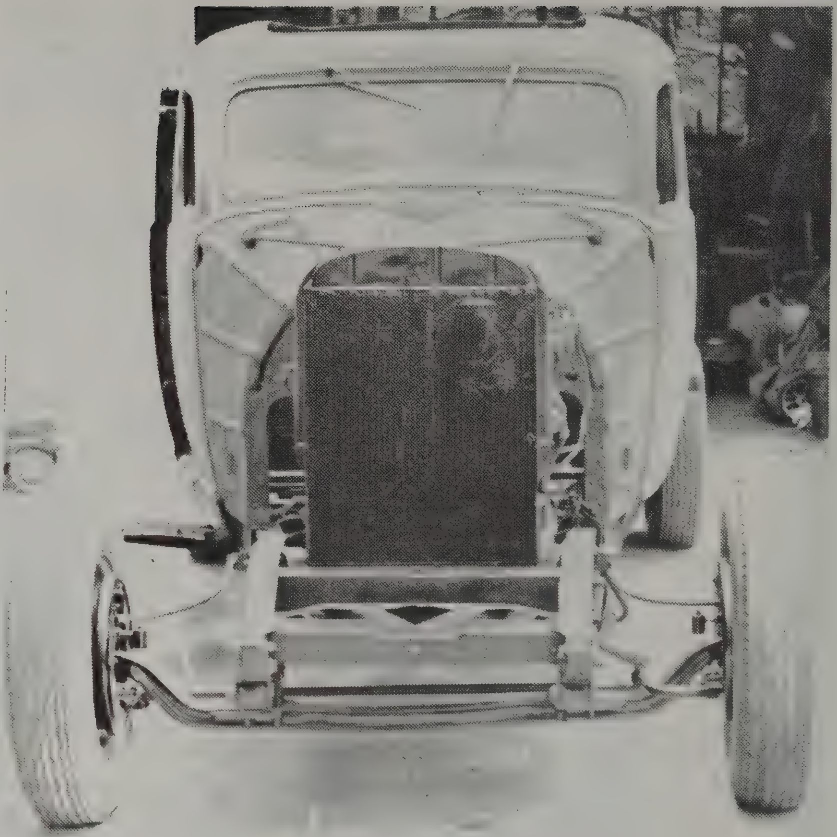
Somewhat curiously, all three men say their cars, when restored will be mainly for their private enjoyment.

All, of course, will show their cars at the annual A-C-D reunion and festival, and possibly some other classic car shows.

But they all agree that, other than the few shows, the cars will be used only for an occasional Sunday drive, "when the weather is absolutely perfect," as Gengnagel puts it.

The true joy of owning a restored classic is, very simply, ownership itself.

**By James Kroemer**



A front view of Gengnagel's 1934 Auburn.

BALL
BRASS & ALUMINUM FOUNDRY

B

Ball Brass & Aluminum Foundry, Inc.

BRASS, BRONZE & ALUMINUM CASTINGS

HAZEL STREET

AUBURN, INDIANA 46706

# Auburn Auto lives on through the men who once worked there

There are a number of men in and around Auburn — a surprisingly large number, actually — who worked for Auburn Auto, helping in their own way to make the Auburn and Cord the great cars they were.

One former Auburn Auto employee is Ora Shoudel, a retired mechanic who lives on South Cedar Street in Auburn. Actually, Shoudel doesn't fit the image of a retired auto builder all that well. For one thing, he looks entirely too young to have worked for a company now 35 years defunct, and for another, he refuses to live in the past. His memories of Auburn Auto are uncommonly keen — but so is his interest in present-day mechanics. His latest fascination is the Wankel engine, and he rounded off his recollections of his days at Auburn Auto with a fascinating discussion of the Wankel and its possible effects on the auto industry within the next few years.

Shoudel began working for Auburn Auto in 1927, not too long after E. L. Cord joined the company's administrative staff.

"My first job," he recalls, "was washing cars in what we called 'the hospital.' This was an area just off the end of the asembly line where the testers worked and where we checked the cars for any minor defects. One of the bigger jobs we took care of in the hospital was the installation of heavier radiator cores for California-bound cars. It was so much hotter out there, you know — the standard radiator just wasn't up to handling that kind of heat."

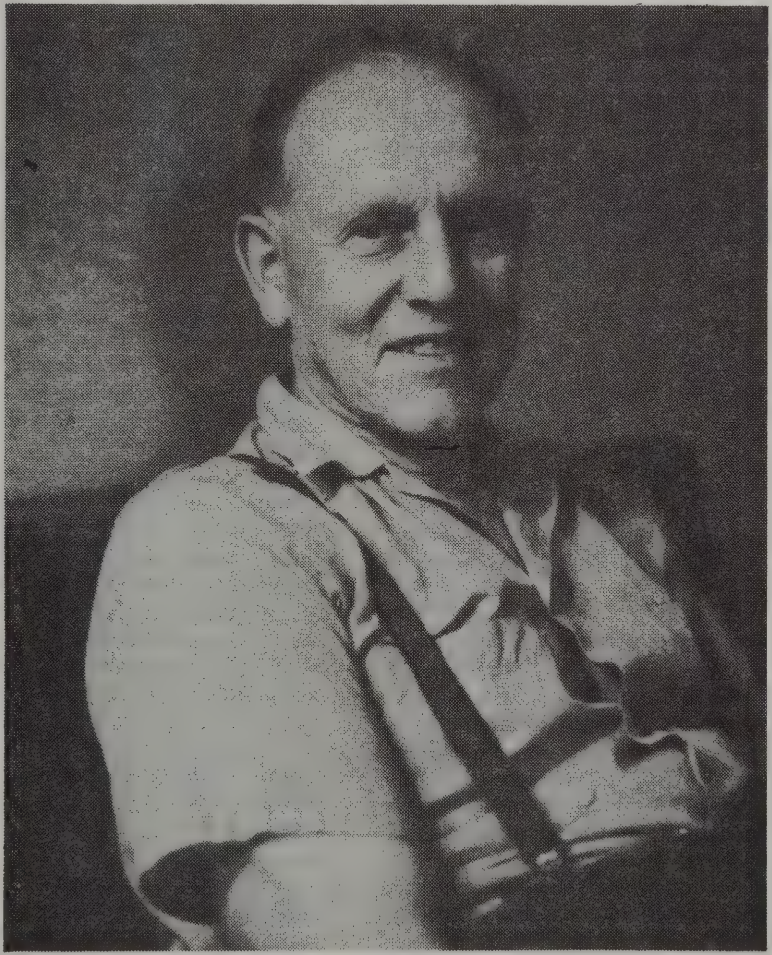
Sometime around 1932 Shoudel was transferred to Auburn's superbly-equipped service department, a concern that survived for a good many years after the death of the parent company. In fact, Shoudel worked there until 1954, and his memories of the cars that passed through the service department are both fond and uncommonly interesting.

"Most of the cars we handled were Auburns," he says. "The Auburn was a fine car, but occasionally there'd be a problem. That's where we came in.

"I remember working on a few of those 12-cylinder Auburns. The engine was magnificent — really powerful — but it was kind of difficult to service. We use to have trouble setting the timing on those 12-cylinder jobs. They were heavy, too, and they had them really well braced. Never any problem with one of those things getting loose!"

An occasional Cord came through the service department, too. "We had a number of L-29's in there," he recalls. "The L-29 was a little troublesome at times because of a weak cowling, and I remember that we braced the cowlings on quite a few of them. It made all the difference in the world.

"We even had a Duesenberg in there once — ground the valves on it. Now there was a real car...it was beautifully built — solid copper muffler and tailpipe, and everything else under the hood built solid and heavy. The Duesenberg was built to last."



Kevin Beuret

Ora Shoudel, retired Auburn Auto mechanic, maintains a keen interest in cars both past and present.

The Auburn was a fine car, but occasionally there'd be a problem . .

The Duesenberg was built to last . .

Those Cords - they were beautiful to look at and even more beautiful to drive . .

Shoudel also recalls a number of other remarkable automobiles that passed through the service department — among them a Rolls-Royce ("It wasn't there very long," he says sadly), a Graham-Paige, and even a Tucker.

What are some random memories of Auburn Auto?

"Well, I remember a flood we had not too long after I went to work for Auburn — must have been around 1927 or 1928. The field where Warner has its factory now was parked solid with Auburns, and Cedar Creek overflowed and flooded just about everything — not just the field, but our department, too. For a time we were wearing hip boots to work. Took us a while to dry out all those cars, too!"

Shoudel also recalls being summoned to the Auburn Airport by E. L. Cord to drain hundreds of gallons of gasoline from the wing of a disabled aircraft. "I never was around Cord that much," he says. "He'd come down to the shop once in awhile, but that's about all I ever saw of him."

Another memory concerns the celebrated Model 810 Cord. "They wanted some volunteers to test-drive the 810, so I drove one around for about a week. We had a hundred-mile circuit that took us down through Fort Wayne and back around by Ligonier. We'd take the circuit one way in the morning, and drive it the opposite way in the afternoon.

"Those Cords — they were beautiful to look at, and they were even more beautiful to drive. Curves? Nothing to 'em. The same with loose gravel, wet pavement, ice...that front-wheel drive took everything in stride. I wouldn't have believed it if I hadn't driven one myself."

Shoudel's continuing interest in mechanics prompted a further question: What about the cars of today? Are they building them as well as they used to?

A thoughtful frown appears. "Well...in some ways not as well as they used to, and in some ways better. Now, take the fenders on those Auburns. They were really built: you could climb right up on 'em and they'd hold you up without a bit of trouble. Nowadays that's a risky business. Part of the trouble is just design, though. Fenders just aren't shaped the way they once were."

There are many modern features, however, of which Mr. Shoudel heartily approves. He especially praises the Volkswagen for the simplicity and reliability of its mechanical design, and he grows almost rhapsodic about the Wankel engine. "Look at that!" he exclaims, pointing to a photograph showing the Wankel's relatively small number of moving parts. "Just wait and see if that engine doesn't put the industry on its ear in a year or two!"

When and if the Wankel ever does revolutionize the industry, it's a safe bet that Ora Shoudel won't rest until he gets his hands on one to analyze its operation at first hand, for he is a man who loves fine machinery and loves to keep it in fine running order. Although retired, he keeps busy ("No more busy than I want to be," he says) repairing power mowers and working occasionally on a car or two.

(Restorers, take note: Ora Shoudel can provide a lot of answers, and maybe even some help, if you're rebuilding an Auburn or Cord engine.)

6th Street Liquor Store
114 E. Sixth — See the Special Collector's Bottles —

Russiaville is a tiny town in central Indiana that has the melancholy distinction of having been almost totally destroyed by one of 1965's Palm Sunday tornadoes.

Actually, one suspects that in flattening Russiaville Nature may only have been wreaking a belated vengeance, for Russiavile once loosed a whirlwind of its own upon an unwary world, and neither Nature nor the world has ever been quite the same since.

That whirlwind's name is Bill Fitzsimmons, and in his lifetime he's been responsible for more good-natured mayhem than the Marx brothers ever dreamed of.

That's not to suggest that Bill is some kind of shallow buffoon. Granted, he thrives on fun, but it's never vicious fun, for Bill is as gentle as he is good-natured. Besides, Bill Fitzsimmons is not only immensely entertaining; he is also immensely knowledgable, for he has both observed and participated in a great deal of Indiana's automotive history.

Like all paths he has followed, the path that brought Bill to Auburn was one of many interesting turnings.

He first worked as a road tester for a number of auto companies in and around Indianapolis. Road testing in those days was not a very glamorous occupation, and the testers themselves, apart from being overworked and underpaid, were often required to repair any engines that faltered while being tested.

"There was one company, though," says Bill, "that I really enjoyed working for, and that was the Premiere Automobile Company in Indianapolis. The name doesn't mean much to people now, but in its day the Premiere was quite a noteworthy car. It was expensive, too — sold for around $5000.

"The Premiere people treated their road testers like royalty. Other firms issued clean uniforms once a week, but we got a fresh one every day — white coat with our name on it, leather leggings — really stylish.

"In those days the Indianapolis Speedway allotted a certain amount of time each week to each of the automotive firms in Indianapolis. There were about sixty then, so there wasn't that much time for anybody, but as long as you weren't rained out you got your allotted time every week."

Under that arrangement, Bill took many a turn around the Indy track, which at the time was still paved entirely with brick.

"It was fun to see how fast we could run those engines. They'd get you traveling over seventy if you wanted to live that dangerously — and believe me, traveling at seventy-some miles an hour over a brick pavement on wooden-spoked wheels is really living dangerously!

"There was hardly ever a problem with the Premiere engines, because they were tested pretty thoroughly in the shop before we ever drove them. But if anything did go wrong, we never had to repair it. We took the engine back to the shop, filled out a report on it, and that was that. Everything was taken care of for us."

Shortly after leaving Premiere, Bill worked as a chauffeur for an elderly man who eventually grew too infirm to travel much in the winter time. The old gentleman was a close friend of Morris Eckhart, then president of Auburn Automobile Company, and he arranged for Bill to join the firm as a road tester.

"That was in 1911," Bill recalls. "I'd heard of spartan road testing jobs, but in that respect Auburn deserved some kind of prize. At Premiere we tested each engine for an entire day; at Auburn we tested about one an hour, and the pace was terrific. Our pay wasn't too terrific, though — we worked ten hours a day, six days a week, and we were paid fifteen dollars a week."

Testing was hard work at any time of the year, but it was never more demanding than in winter — especially when testers were not issued goggles, and couldn't afford to buy them. "At times," Bill recalls, "if we were heading into a cold enough wind, our eyes would water and then freeze open — damndest feeling in all your life. Eventually we went up to the shop and got some scraps of isinglass and stuck 'em down from the brim of our caps. It wasn't very stylish, but at least we could blink our eyes if we wanted to."

The road testers' austere routine made the most innocent diversions seem wildly hilarious.

"One morning," remembers Bill, "one of the testers got really hungry, and we decided to have an early lunch. We rushed uptown and bought some buns and hot dogs and got a crate for kindling and headed for the country. There wasn't time to let the fire settle into coals, so we just cooked the hot dogs right over the flames.

"That would have been fine, except for the wood we used. It was new pine, and all the resin and turpentine boiled right out of it and soaked into the hot dogs. They weren't the most appetizing things I've ever tasted...."

After ingesting several turpentine-soaked hot dogs apiece, the truant testers rushed their engines back to the factory and took their legal lunch break.

"You should have seen my partner when he came back to work," Bill says gleefully. "He was about the most interesting shade of green I've ever seen. I asked him what was wrong, and he said it was the lunch his wife had served. She'd cooked him some hot dogs, and he couldn't even stand to look at them."

Another time Bill offered to take a fellow Auburn employee along on a test ride. Bill's passenger was noted for his splendid attire and regal bearing, and it was with some distaste that the man agreed to ride in the test car — a crude affair with two bucket seats and a 500-pound load of concrete blocks in the rear for traction. Bill's test route wandered out into the country, and at one point left the road entirely and described a wild course through a wooded ravine before attaining the road again. Of this, however, Bill's passenger was completely ignorant, and he began his ride in great style,

**Brown & Brown Insurance Agency**

115 W. Ninth *All Kinds of Insurance* Since 1933

puffing languidly at his pipe.

His debonair manner abruptly dissolved into sheer terror as Bill suddenly left the road, raced through the ravine and vaulted back on to the roadway. The elegant suit was in wild disarray, the pipe stem was bitten clean through, and the unfortunate passenger was totally demoralized. Later, back at the factory, he issued a wild-eyed report about that mad test driver Fitzsimmons and the dangers attendant upon allowing him to remain on the road — or, for that matter, off it.

Bill's employment as a test driver for Auburn Auto lasted only about two years, but his interest in automobiles remains as keen now as it ever was.

He follows the Indianapolis 500 closely every year — he was a witness to some of the historic early Indy races — and he is firm in his opposition to the Indy's exclusion of turbine and Wankel engines.

"The purpose of the Indianapolis 500," says Bill, "is to improve automobiles — but how can you hope to improve certain engine types if you exclude them from competition? The only way the common man has ever benefitted from the Indianapolis 500," he concludes, "is in the better tires that've come out of the recent competition."

Bill has read about and championed the Wankel engine ever since its invention about 20 years ago, and he firmly supports its use in future production cars. He likewise supports the return of steam cars. "They are powerful, they were quiet, and they were non-polluting," Bill says. "And today, there's a perfect answer to the long time it used to take to fire up the boiler: use freon instead of water, and you could have the thing running in a matter of seconds."

It's a fascinating idea, and this writer, for one, hopes some day to take Bill for a spin in a brand new freon-powered external combustion car. Who knows? We may even hop a ravine or two....

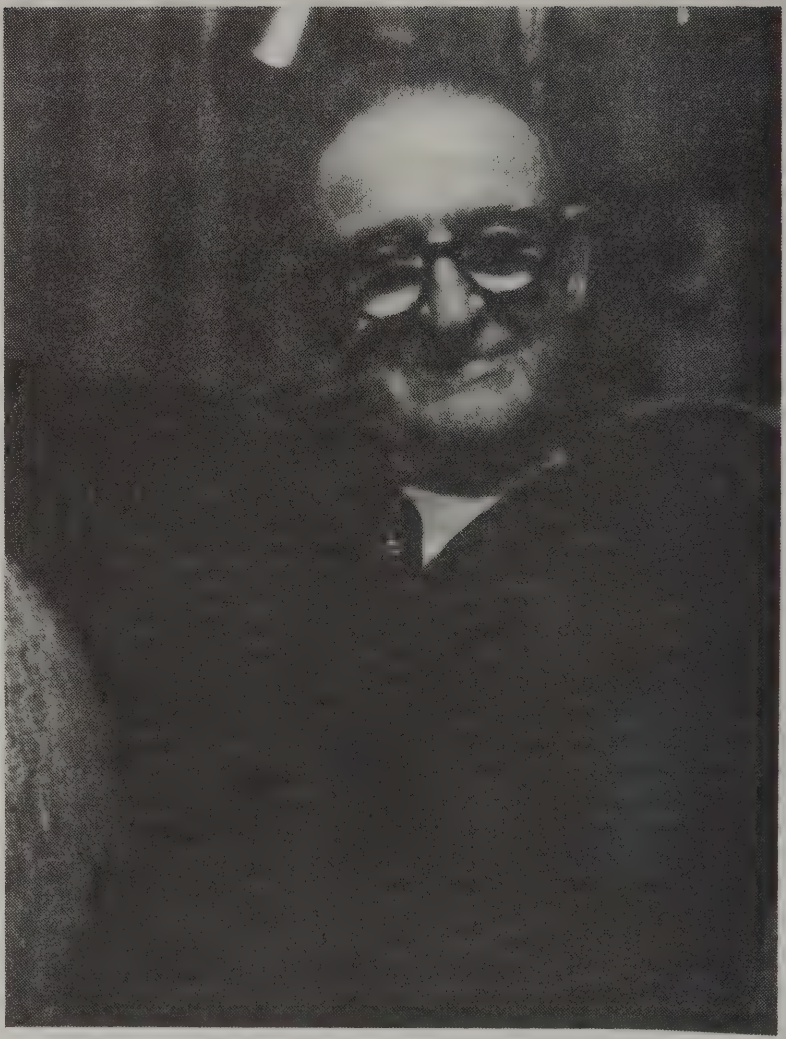


photo by Kevin Beuret

Bill Fitzsimmons, Russiaville's irrepressible gift to humanity, recalls the days when test drivers were by necessity a breed of extraordinary men.

*POORE'S JEWELRY*
**The Store Where You Can Buy with Confidence**

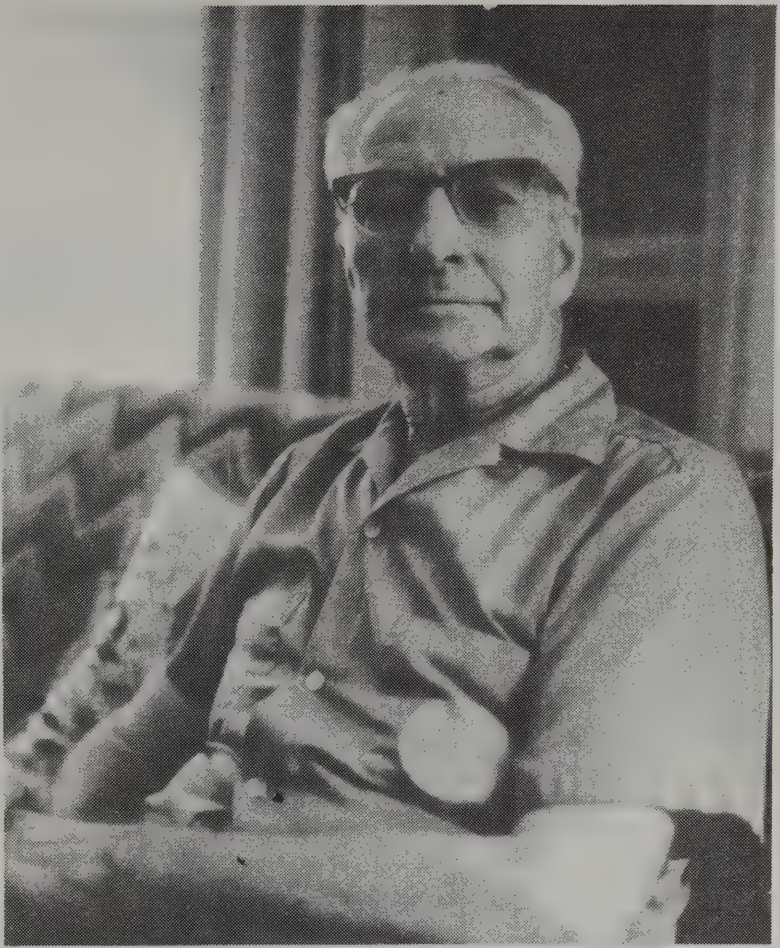
Ralph Butler is a man with a past.

It's not a sinister past. It's an historic past, for Ralph traces his participation in Auburn's transportation industry back to 1909, when he first began to work in the trim shop of Eckhart Carriage Company, Auburn Auto's parent firm.

From the carriage company Ralph moved briefly to Detroit to work for the Maxwell Auto Co.—an interval that included an exhilerating stint with an amateur baseball club. Just as the pennant was in sight Ralph's job with Maxwell ended and he returned to Auburn.

There a job awaited him at the Auburn Body Co., but it wasn't long before Auburn Auto offered him a position—one that lasted far beyond the firm's demise, ending finally in 1961, when Ralph retired.

As foreman of the cutting room, Ralph was responsible for pattern design and the preparation of upholstery materials and other fabrics. "That included everything made of fabric that went into the car," he says. "You'd be amazed at the amount of material we cut—burlap, cotton, and of course the upholstery. For that we usually used broadcloth, although occasionally we cut mohair and leather, too. We'd have to work about a week ahead of time getting the materials ready, and that meant we had to work pretty closely with the sales department, making sure our work went according to their orders. Once in a



Ralph Butler relaxes at his home in Auburn, recalling the days when Auburn Auto was a thriving enterprise and he was an important part of it.

Messenger Corporation

Auburn, Indiana 46706

★ Originator of the Sacred Calendar
★ Business Gifts & Promotional Aids
Serving the World Since 1913

318 E. 7th St. Ph. (219) 925-1700

while, they'd cross us up, but as a rule things went pretty smoothly.''

The busiest time of year for Ralph and his staff of nine came at the annual model change. ''We'd get our patterns ready,'' he recalls, ''and then we'd spend as much as an entire day spacing them for minimum waste. When the final pattern configuration was worked out, we'd use a punch and a pumice-filled bag to mark the material, and then we'd cut out several thicknesses at once. As nearly as I can recall, on our best day we cut enough material for about a hundred and ten cars.''

Another hectic time of year came just before the major auto shows. ''The cars had to ready by the first of the year, and our busiest time always came just before Christmas. One year we were entertaining some relatives from Fort Wayne on Christmas Day, and at about two o'clock in the afternoon the company called and asked me to come in and help trim some cars for the New York Auto Show. I had to go in and work the rest of that day.''

Ralph recalls still another heavy work load — an unexpected one resulting from a flood. (The same mishap was recalled by Ora Shoudel, another former Auburn employee, in an earlier article in this series.) ''I remember that flood very well,'' says Ralph. ''Every one of those waterlogged Auburns had to be stripped and retrimmed. It was quite a job.''

When Auburn Auto expired in 1937, Ralph remained in Auburn's service department. His chief recollection there is of Dallas Winslow, the auto restoration expert to whom Road and Track Magazine referred puckishly in 1955 as the industry's ''man of many parts.''

''He was a fine man to work for,'' says Ralph. ''He was an outstanding businessman, and he could be pretty tough if he had to be, but he was always more than kind to his employees. He'd go out of his way to do things for us. Every year he'd find some kind of gifts to distribute — one year it was appliances, and another it was tailor-made clothing.''

Winslow's ultimate scheme was an arrangement providing his employees with complimentary Fords and Chevrolets. Winslow purchased the cars in fleets, and after his employees had driven them for a time they were sold individually to the public. It was a glamorous enterprise, providing brand-new cars once a year and even oftener, and it lasted from January of 1950 until Mr. Winslow's death in May of 1961.

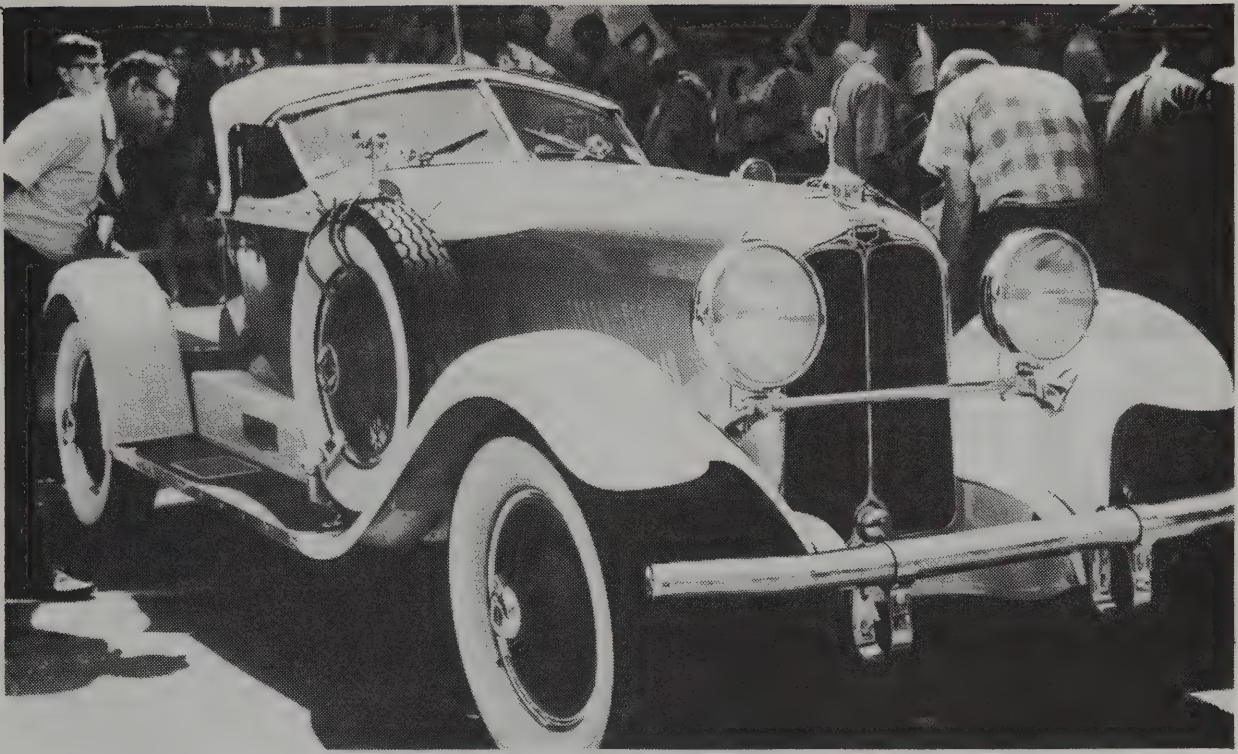
When the Auburn Auto service facility suspended operation Ralph Butler went into retirement — and, despite a recent serious illness, the ensuing years have been busy and contented ones. Ralph was especially delighted when H. S. Liddell presented him with the cutting machine at which he had worked for so many years. ''It's in my basement now,'' says Ralph, ''and I wouldn't part with it for anything.''

After 1933 Ralph assisted in the restoration of Auburns, Cords and other great cars. Road and Track Magazine featured this picture of Ralph in a 1955 article on Auburn's restoration facility.

**WIBLE REAL ESTATE**

Larry Wible, G.R.I. Realtor

219 E. 7th AUBURN



Best of Show-1971-Bob Knight's 1928 Auburn Boattail Speedster

# Knight wins Best of Show with flashy red and white Speedster

Ten years ago, Bob Knight had probably never heard of Auburn. It is even more improbable that he knew Auburn was the birthplace of the Auburn Automobile Company.

By 1971, Knight had certainly heard of Auburn. So well, in fact, that he took the Best of Show award at Auburn's annual ACD reunion with his flashy red and white 1928 Auburn Boattail Speedster.

His love affair with old cars began rather inauspiciously in 1965, fittingly enough in a garage.

"I took my modern car to the service station for a routine checkup," he wrote recently.

The service station owner was too busy to get to Knight's car right away, and suggested Knight use his car, which happened to be a 1937 Ford Coupe.

"He had a new paint job on it and had it re-upholstered in brown leather," Knight says. "It was a really nice little car, and I enjoyed driving it very much. I guess right then is when I got the old car fever."

Shortly thereafter, Knight bought his first car, a 1936 Oldsmobile touring sedan. It was "pretty complete," Knight says, though he did have to "fix it up" somewhat. Still, he says, it wasn't exactly what he wanted.

His next purchase was a Ford Model A Coupe. Knight admits he "still knew nothing about any car clubs or shows or about restoring properly."

He painted the car, rechromed most of the parts and accessories, bought new tires and floor mats and re-upholstered the car, then began showing it.

It wasn't long after, at a car show, that he discovered the Auburn, and he fell for it immediately.

The car he saw was a 1935 Boattail Speedster. "I had never seen such a car before and could hardly believe my eyes," he said. "I really fell in love with the beautiful lines and styling of this car. As far as I was concerned, that was the ultimate. I made up my mind right then that I would have one just like it some day."

Once again Knight set out to find a car. Offers came in, but they were all for Essex, Rolls Royce, Bugatti—everything but an Auburn.

Finally, after a long, a sometimes frustrating search, Knight located his Auburn in Indianapolis.

The car was dismantled but

being properly restored. Knight realized not too long after he bought the car how many parts were missing.

The car itself had been found in Connecticut, "in very sad condition," as Knight puts it.

It had been returned to Indiana, where restoration work began. The first owner tired of the work after a while and sold the car to a man in Indianapolis.

"Once it arrived in Indianapolis," Knight says, "it changed hands several times in rapid succession, with each new owner doing a few things toward the final restoration."

Knight bought the car in 1967. In 1968 he went to the joint CCCA-ACD meet in Chicago to try to pick a color for his Speedster.

"There were some beautiful cars there," he said, "some yellow, some plain black, but the prettiest car of all was a 1932 Auburn Boattail Speedster painted red and white."

He chose that combination, and ended up painting the body red and white, the fenders and splash pans white, the chassis red, and the engine and accessories red.

After re-upholstering the car, and getting a new top put on, Knight had a near disaster while taking it to his first show. During a quick stop in traffic, the car rolled forward on its trailer, and fell between the car and trailer.

It suffered bent fenders, a broken bumper bracket, and a dented radiator splash pan, all reparable.

The car's first award came in 1970 at the Grand Classic at the Indianapolis Motor Speedway — a first place.

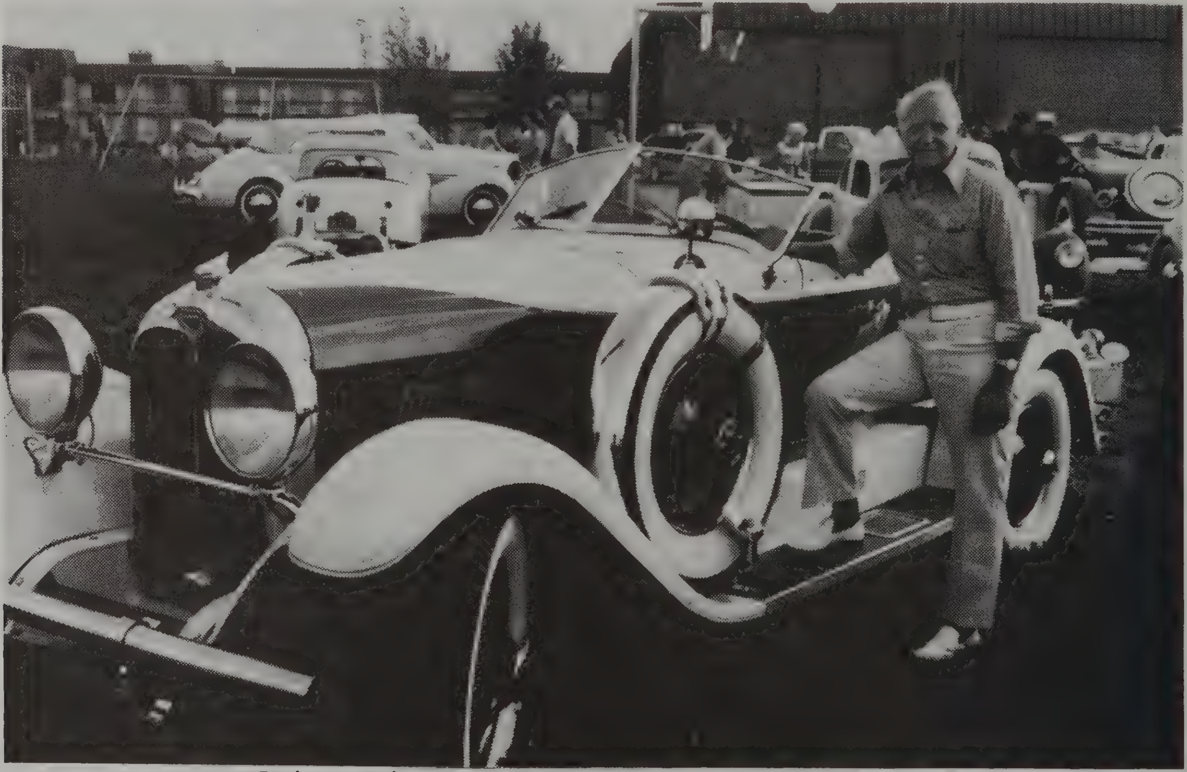
Two months later, Knight drove the car to Auburn for the Annual reunion, and once again won a first. Two weeks later he copped the Best of Show award at the annual Hoosier Auto Show.

In 1971 he again took a first at the Grand Classic, and at the ACD reunion that year his car was selected Best of Show.

"I could hardly believe my ears," he said. "This was over all the beautiful Cords, the mighty Duesenbergs, as well as over the other Auburns. To this day, I can hardly believe it happened to me and I was so fortunate."

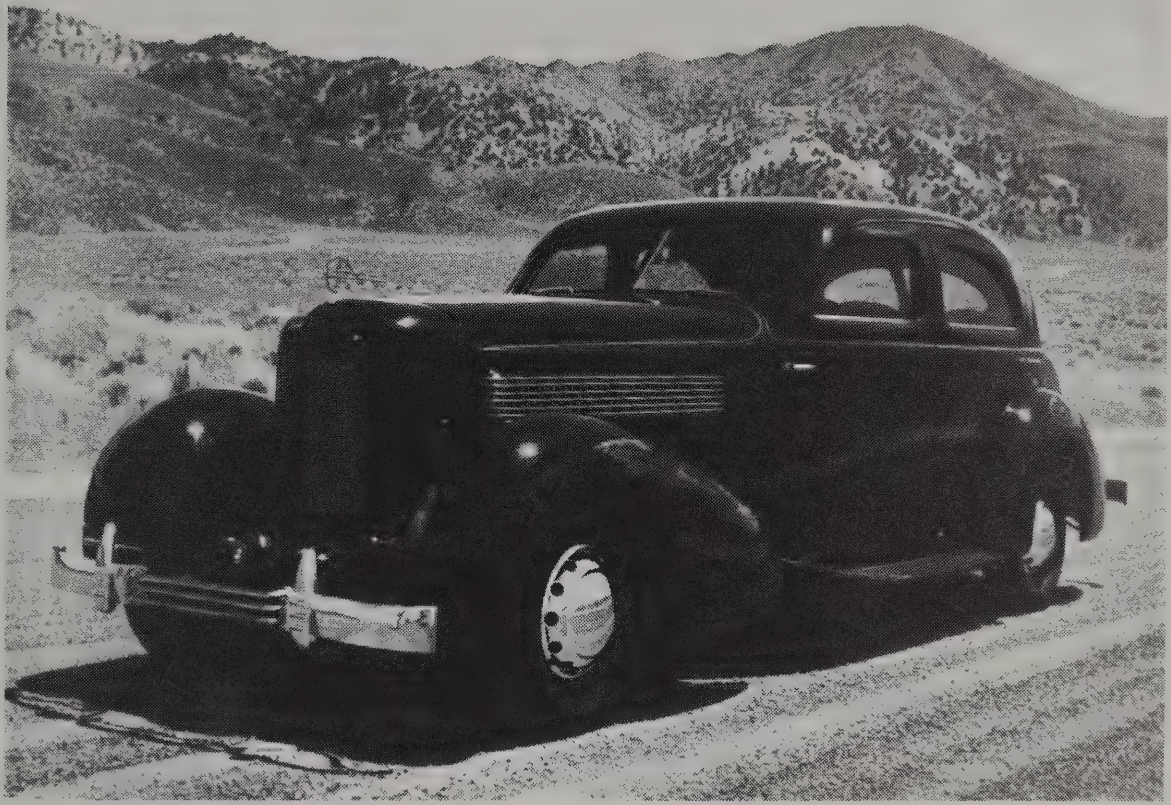
**BY JAMES KROEMER**

'As fas as I was concerned, it was the ultimate!'


Bob Knight with his award-winning Auburn

Carbaugh Jewelers

come see the "almost" diamond



The 1936 Cord LeBaron limouusine, now displayed at Harrah's Auto Collection in Reno, Nevada.

# Baby Duesenberg

## Auburn—Auto's last big dream

One of the last projects envisioned by the Auburn Automobile Co. before its demise was the production of a "Baby Duesenberg" using the best features of the Auburns and Cords.

The original plan called for fitting a Cord front-wheel drive train and a special LeBaron body onto a supercharged V-12 Auburn engine and chassis.

The V-12 engine would have produced 240 horsepower, far superior to the 170-horsepower supercharged Cord V-8 engines.

Approximately six of the prototypes were built in 1936 by the company but none were ever sold to the public. Dreams of the "Baby Duesenberg" never materialized and the experimental cars produced were completed with the standard 289 cubic-inch Cord V-8 engine.

One of the experimental Cord LeBarons produced in 1936 was a limousine for Auburn Automobile Company President E. L. Cord.

The LeBaron Limousine weighed 4,470 pounds, had a 136-inch wheelbase, rode on 16-inch tires, and featured the Cord front-wheel drive and an electric vacuum selective transmission.

**National 5c & 10c Stores**

*We Have Everything In Store*

So. Main St. AUBURN

The LeBaron was driven by E. L. Cord, Mrs. Cord, and their son Charles Cord. It was shipped from Chicago to Los Angeles in November of 1936 and was used by the Cords at their Beverly Hills estate until 1940.

The magnificent limousine remained in storage in Beverly Hills until 1962 when it was purchased by Harrah's Automobile Collection of Reno, Nev.

E. L. Cord assisted Harrah's in restoring the LeBaron to its original condition, complete with the original monogramed lap robe and gold-capped crystal perfume, cologne, powder, and make-up jars for the rear-seat vanity cases.

Craftsmen at Harrah's, which is the largest single collection of antique and classic automobiles in the world, completed restoration of the car in the summer of 1970.

The Cord LeBaron made its debut at the 1970 Auburn-Cord-Duesenberg Festival in Auburn and captured top honors when it was awarded the Mayor's Trophy.

E. L. Cord assisted Harrah's in restoring the car to its original condition, complete with the original monogramed lap robe and gold-capped crystal perfume, cologne, powder, and make-up jars for the rear-seat vanity cases.

Harrah's participation in the 15th annual ACD Reunion was not unusual. The collection frequently sends one of its ACD restorations to the annual meet. In 1969 a superbly restored 1926 Model A Deusenberg was the featured car.

Harrah's Collection contains no less than 19 Auburns, six Cords, and 17 Duesenbergs. More than 750 restored autos are on display in three showrooms at the collection's seven-acre site on the outskirts of Reno. The collection has purchased over 1,400 cars.

RANDY BYAL

GRABER HOMES,INC.

102 N. Main
AUBURN

Bruce Scranage 925-4141
Jim Habig 357-5101
Merve Bagley 485-3843
Joyce Swartz 627-5642

4740 Coldwater Rd.
FT. WAYNE

Dwight Graber
Realtor
484-0707

Complete Realty Service

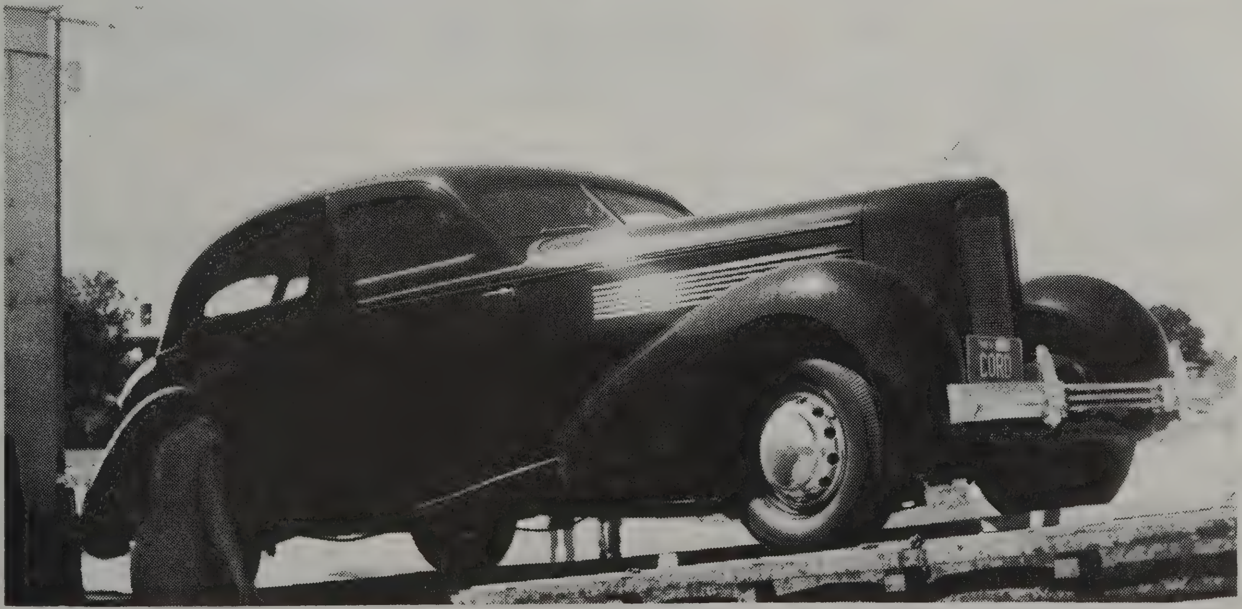
GRABER HOMES ARE NOW
BEING BUILT IN . . .

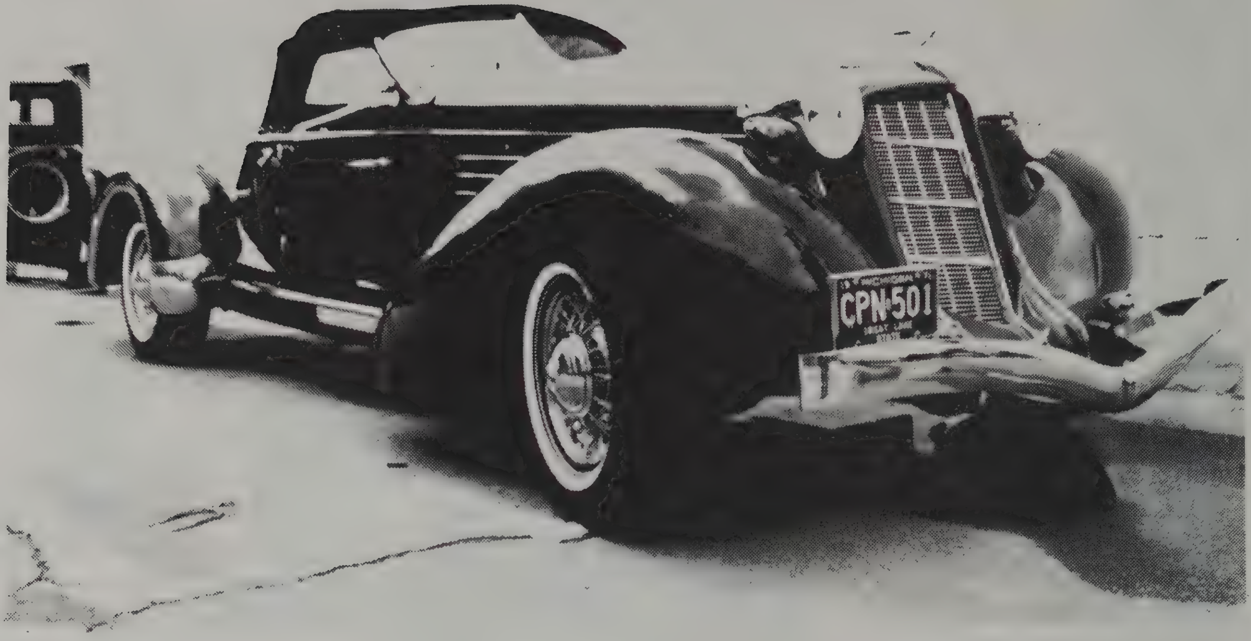
Auburn
Fort Wayne
Leo
Defiance, O.
Garrett
Butler
Angola
Bryan, O.

Allen Graber
Builder
925-4400

GRABER REALTY

'Handle with care' was the word of the day Del and Doris Johnson guide the Cord LeBaron from the loading ramp





A replica of an Auburn Boattail Speedster

# Popularity of originals triggers replica ACD's

The high values placed both monetarily and esthetically on the classic Auburns, Cords, and Duesenbergs today is only an outgrowth of the last two decades.

There was a period following World War II when the classics could be found gathering dust on the back rows of used car lots or getting rusty in junkyards across the country.

Five hundred dollars would have bought a Duesenberg in the early fifties and $100 could have salvaged a coffin-nosed Cord from the scrap pile. Youths were driving customized boattail speedsters when they couldn't afford the latest convertible from Detroit.

Not so anymore. Duesenbergs are almost guaranteed to bring a minimum $50,000 and the once discarded Auburns and Cords are not easily found.

Many of today's avid collectors are the men that had the foresight 17 years ago to purchase these magnificent pioneers of modern styling and to restore them to their rightful place in automotive history.

The growing value and popularity of the ACD cars coupled with their ever-increasing scarcity, prompted the limited production of replicas in the mid-sixties.

Glenn Pray of Broken Arrow, Okal., was the first to debut a replica ACD car when he introduced an eight-tenths scale replica of the 1937 Cord convertible coupe in 1964. About 100 of the replicas were made with Corvair engines before Pray's Cord Automobile Co. went defunct.

Pray had originally purchased all the parts and inventory of the Auburn Cord Duesenberg Co. from Dallas Winslow in 1960. Winslow was the first to buy out the inventory of the Auburn Automobile Co. when it went into receivership in 1938. Winslow operated a restoration shop in Auburn for many years.

The remaining replica parts Pray had on hand were purchased by the Sports Automobile Manufacturing Co., Tulsa, Okal., which produced a similar Cord replica until 1970 under the name

Replica Speedsters have been purchased by the wealthy and the famous, as well as the classic car enthusiast

SAMCO. These Cords were powered by Ford and Chrysler engines and a standard drive train.

Recovering from his first losses on the Cord replicas Pray produced a replica of the 1936 Auburn Boattail Speedster in 1969 and has been producing about 12 a year in his plant in Broken Arrow. The car's price reportedly starts at $15,000.

The speedster replicas are powered with a Ford Thunderbird engine or a Lincoln engine, and are readily distinguished from the originals with the 851 numbers on the front grille.

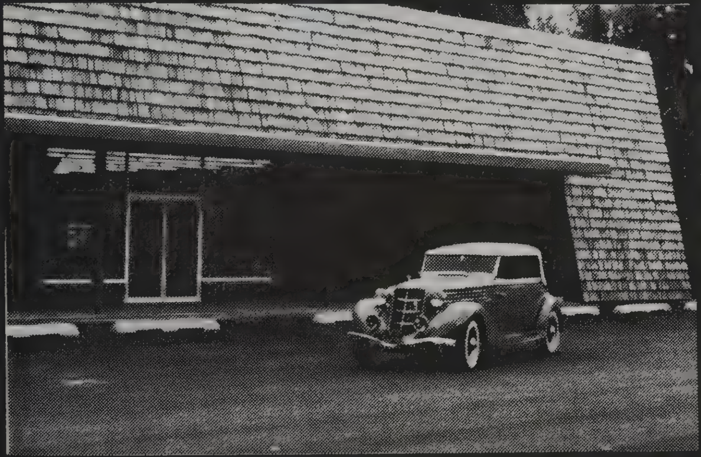
Replica speeders have been purchased by the wealthy and the famous as well as classic car enthusiasts. Television Star Rod Serling and Morocco's King Hassan II are among the most recent to become Auburn owners.

Pray's success with the speedster prompted a Buffalo, N.Y. firm, Auburn Speedsters Co., Inc., to start production of a rival replica. Actor Sammy Davis Jr. was one of the first to purchase one of those cars.

The first Duesenberg replica was unveiled in 1971 when the Duesenberg Corp. of Gardena, Calif., came out with a Chrysler-powered scale replica of the SSJ Duesenberg Roadster made for actor Clark Gable.

Only two of the hand-crafted replicas have been sold, reportedly for $25,000. Success of the sale of Duesenberg replicas remains to be seen. Earlier efforts to resurrect a modern version of the Duesenberg failed twice during the late fifties and sixties.

RANDY BYAL



We Want To Be An Auburn Classic, Too!

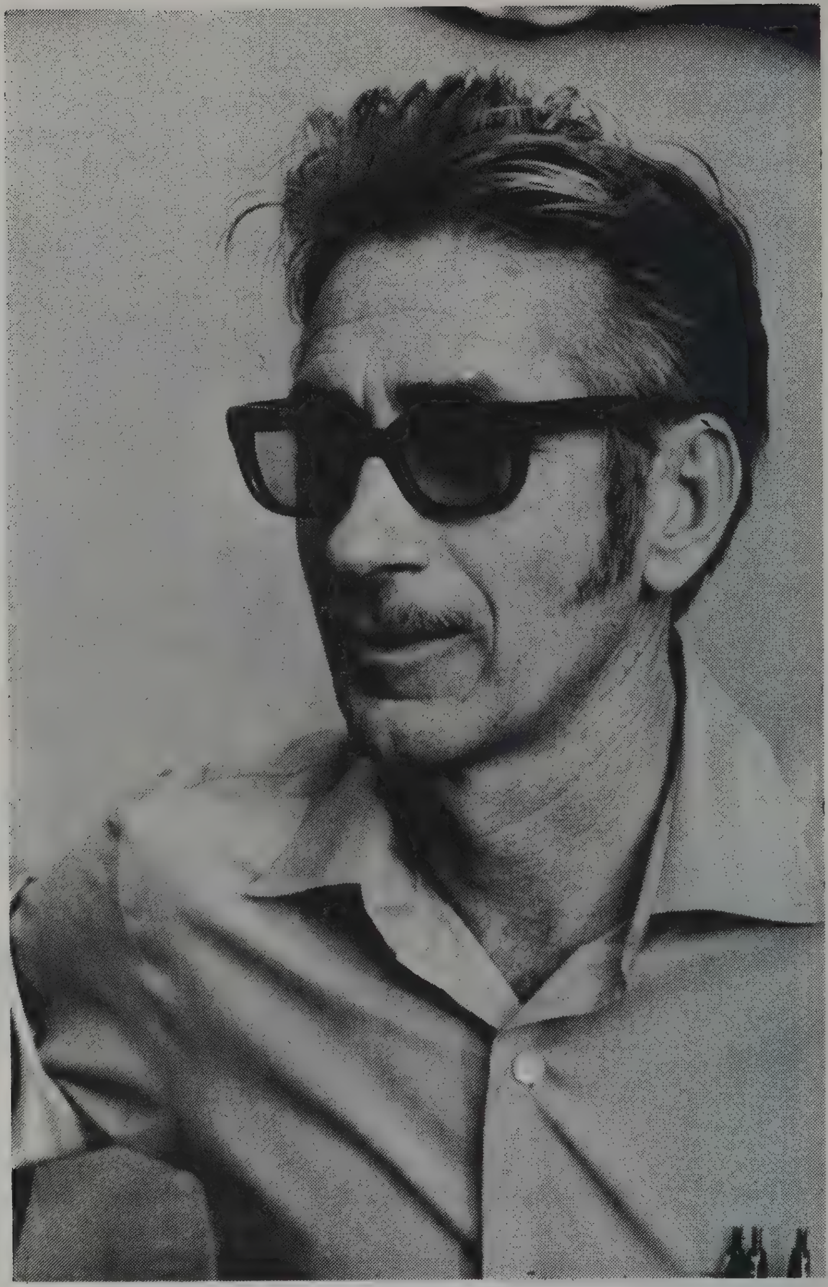
Like Mr. Don Allison's 1935 model 851 Auburn Coupe, we want to be around a long time. We think we have the secret: a beautiful new building, experienced, friendly service and quality materials for your home. During A-C-D Days, you'll hear the expression, "They don't make them like that any more." But at our store you'll find that we still strive for perfection and customer satisfaction.

Lumber & Building Materials

BROADVIEW STORES

Van Buren at Ensley

Glen Pray, right, produced about 100 replica Cords, and is now putting out around 12 replica Speedsters a year.



Allison Corporation

Automotive Parts and Supplies

AUBURN 925-4700 KENDALLVILLE 347-1259

# DOWNTOWN

AUBURN
INDIANA

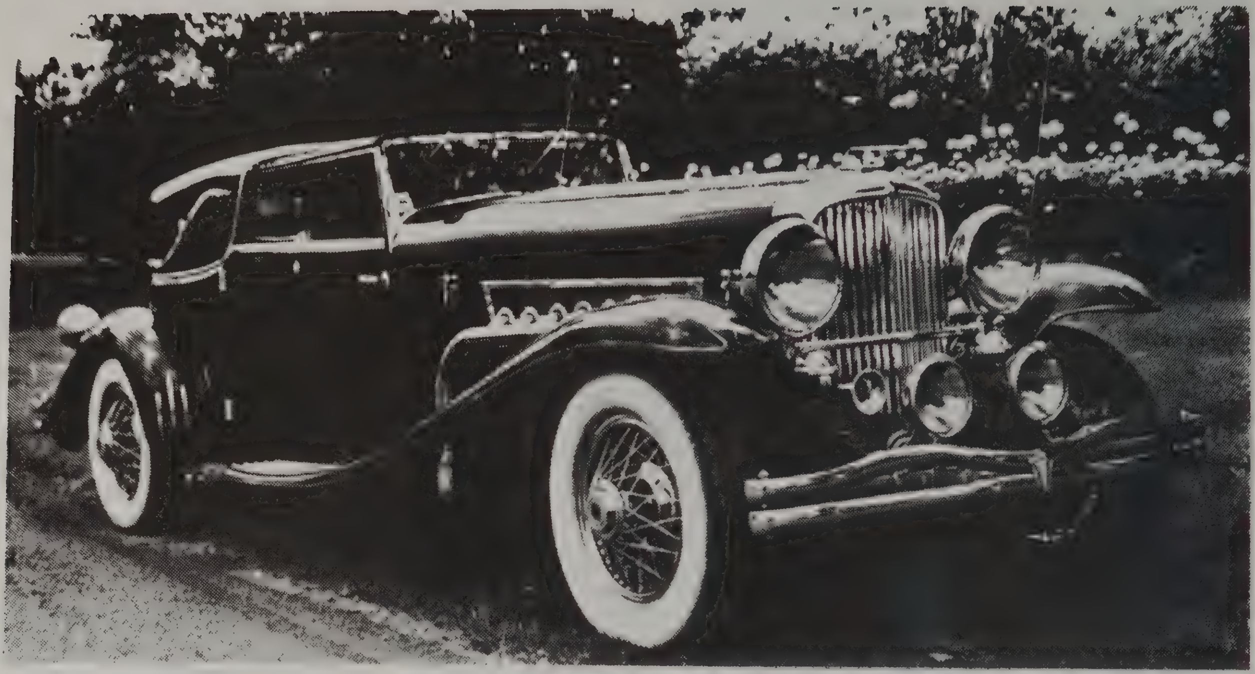
# AUBURN

*"Hometown of*
*The Classics"*

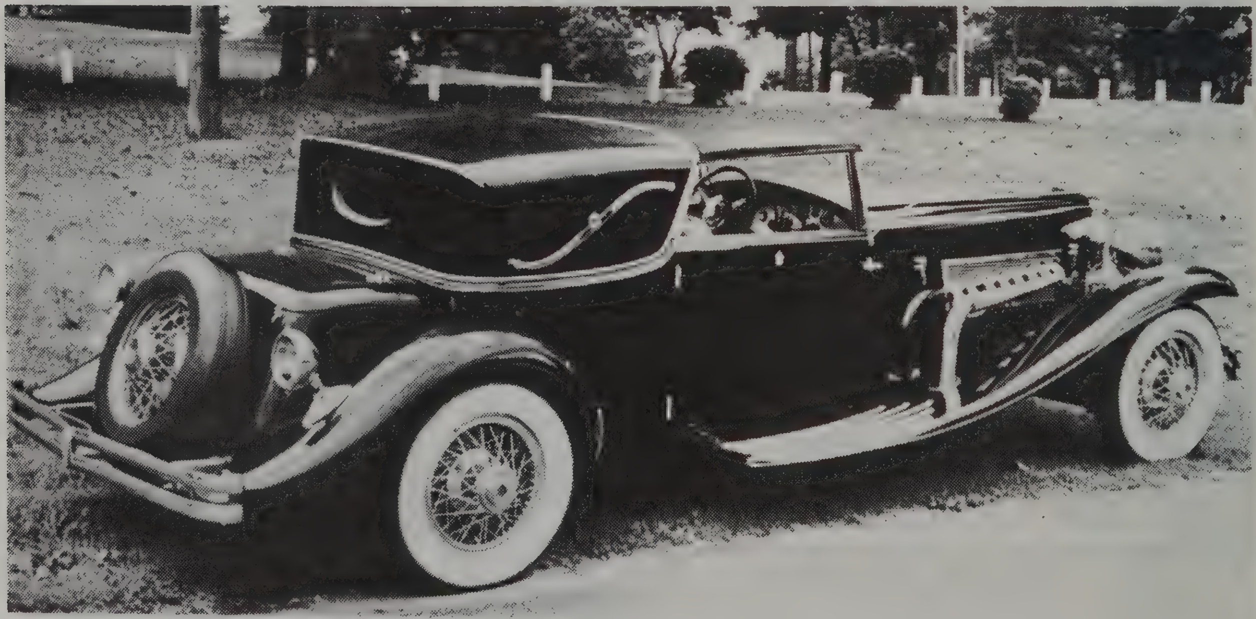
is proud to host the annual

# Auburn - Cord - Duesenberg
# FESTIVAL

Andres Insurance Agency
Auburn Credit Bureau, Inc.
Auburn News
Boston Store
Dodson's Inc.
Eckert's Jewelry
Gerig Furniture & Funeral Home
JCPenney
Mid-City Typewriter Co., Inc
R. L. Holben Auto Co.
Reuters Restaurant
Roberts Shoe Store
Shine Shoe Store
The Window Boutique
Widner Insurance



Goodwin's sleek hand-crafted Duesenberg Sedan DeVille, five years in the making and the envy of classic auto buffs everywhere.



# Goodwin's Duesenberg top award winner nationwide

Frankfort Funeral Director J. William Goodwin was the envy of classic car buffs across the country last spring when he first unveiled his hand-crafted Dusenberg Sedan DeVille.

The sleek black Duesenberg that was completed in 1971 has earned top awards every place it was shown. It was the highlight of the Chicago ACD meet that year and went on to capture the Popularity Cup at the Auburn-Cord-Duesenberg Festival in Auburn.

Nearly five years in production, the elegant black sedan started with a Duesenberg Towncar chassis and a dream to create a design that Strother MacMinn put on paper in 1936 while working for the Murphy Body Company.

Goodwin said, "When my wife and I first looked at the sketches we found it exciting, something different, something that had never been seen before. We looked at the design for five years before deciding to build it. We knew it would be one of a kind."

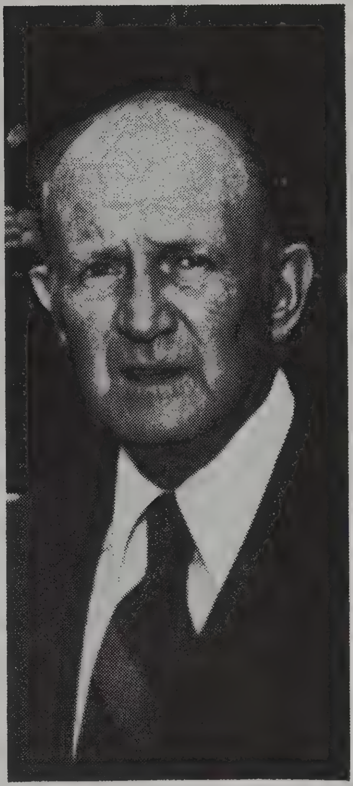
The body had to be completely hand crafted to sit on the long wheelbase chassis that Goodwin already owned. Craftsmen from Michigan and Indiana worked four and a half years to complete the project. Duesenberg authority Joe Kauffman prepared the engine for the unique sedan.

The interior of the car was also hand crafted using the finest walnut woodwork and imported Italian leathers. Two vanity cases in the rear passenger compartment are trimmed in gold. A special engraved door sill with the name Duesenberg greets each occupant as he enters the car.

The driver's seat has a canvas top that can be taken down. The engine is a 265 horsepower straight eight cylinder with a displacement of 420 cubic inches.

The car is often seen in Frankfort and on the road to Indianapolis but is usually trucked to further distances. It never fails to draw the eyes of bewildered motorists and pedestrians.

Goodwin's driver and mechanic is Owen "Mos" Moses who drives the car nearly everywhere it goes. Moses is a former Garrett resident and has been working with cars and gasoline engines



J. William Goodwin

*Welcome* from Donald C. Schaab, *President*

**Schaab's Department Store**

**Who saw and was rather intimate with the management and the employees, who made the Auburn Automobile from its birth in the Eckhart Carriage Company to the demise of the Cord in about 1936.**

**During which time, Schaab's Department Store developed to be the largest department store in a small town in the state of Indiana.**

**Taking its cue from the Auburn, we built on fine quality at a reasonable price . . . searching for the smartest apparel styles available to DeKalb County people . . . styles they would accept and could afford. To this end we maintain buying offices in both Chicago and New York.**

Your Old Favorites in a Beautiful New Store
138 E. SEVENTH ST.

most of his 68 years.

Moses says the car handles like a "logwagon" at slow speeds but says it is "swell" at highway speeds. He takes care of the cars in the Goodwin collection, does minor service and repair and drives them in parades and at car shows. He says, "Mr. Goodwin doesn't like to drive his cars, he is content just to look at them."

An authority on classic cars himself, Moses says Goodwin's trio of Duesenbergs is one of the best in existance and will rank A-1 with any others.

Goodwin is truly surrounded by the beauty of American automobile history. His private museum houses two other superb Duesenberg restorations. This year he purchased one of only three 1934 Duesenberg convertible coupes with a Walker-LeGrande body.

Goodwin's museum includes ACD classics, other rare autos, Lincoln memoribilia, bicycles, toys and furniture.

The deep red coupe earned Goodwin the popular appeal award at the 1972 Chicago ACD meet this spring. The car is expected to place well at the Auburn meet also.

The third Duesenberg in the collection is a two-tone green 1932 Duesenberg LeGrande dual cowl Phaeton that was once owned by Jersey City political boss Frank Hague. This car also has won numerous awards and has appeared in hundreds of parades since its restoration.

Moses says the phaeton is the easiest handling of all the classic cars in the collection. He said, "It handles as easy as power steering today. The other cars which compete in shows are not as greased as much as the parade car."

Goodwin's private museum in Frankfort also houses a 1936 Auburn 851 boattail speedster, a 1937 Cord 812 convertible coupe, a rare 1904 Haynes-Apperson, 1905 Gatts with rear-end crank, a 1918 Stutz bulldog, a 1927 Bugatti, two 1940 Tuckers, to name just a few.

The collection also includes two horse-drawn hearses and a rare 1915 National double-decker hearse powered by a V-12 engine, and featuring a three and a half-ton hand carved wooden body with white and gold trim.

Goodwin's appreciation of American history began when he studied history at the University of Illinois. He has been collecting antique autos for 24 years, but that is only a small part of the treasures in his private museum.

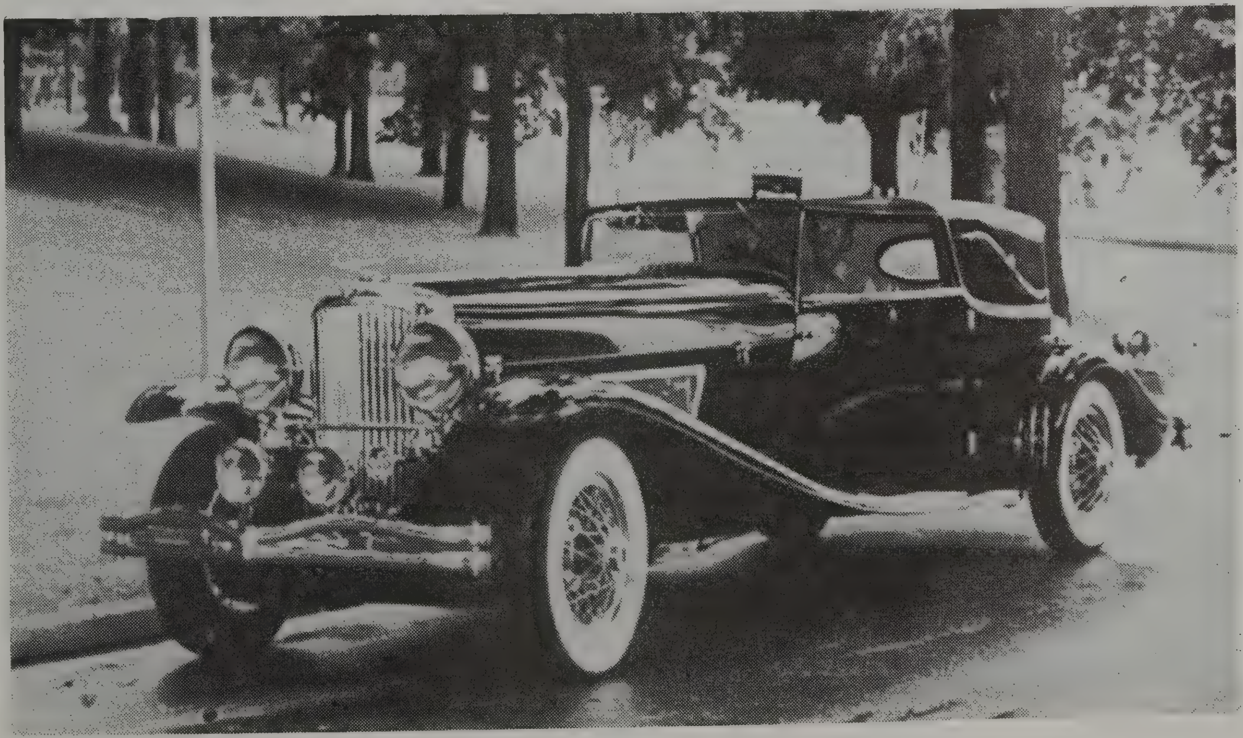
Bicycles, toys, furniture, presidential signatures, and civil war documents and posters make up another facet of the Goodwin Museum.

Of equal popularity with school children visiting the museum is Goodwin's reknowned collection of Lincoln memoribilia. A presidential decree signed by Lincoln and an old daguerreotype photograph taken of Abraham Lincoln on Nov. 15, 1963 are the centerpieces of the collection.

An estimated 7,000 visitors toured the small museum located behind the Goodwin Funeral Home in Frankfort even though the museum is seldom publicized. It is open to anyone who wishes to go through.

**RANDY BYAL**

Owen Moses, right and below, takes care of the cars in the Goodwin collection, does minor service and repair and drives them in parades and at shows.



# Renewing friendships, basic facet of ACD weekend

An integral part of the thrill and excitement of each Auburn-Cord-Duesenberg Festival is the renewing of old friendships.

The classic car owners look forward as much to seeing their Auburn friends each year as the local people anticipate the arrival of the ACD club members.

One couple that has been coming to Auburn for many years is Erle and Bonnie Heath of Pittsburgh, Pa. The Heaths make their annual stay in Auburn at the home of Ginny and Earl Patrick, 117 E. Eleventh St., Auburn.

Dr. Heath, who is a specialist in internal medicine, owns one of the finest Duesenbergs on the road. His 1930 Duesenberg Boattail Speedster won top honors at the 1971 ACD Festival and was awarded the Fred and Augie Duesenberg Award.

Although a frequent winner at the Auburn show, Dr. Heath's jet black Duesenberg lost in eye-appeal to the car that Bonnie showed in Auburn for the first time in 1971.

Dressed in a light pink pants suit wearing pink lipstick and nail polish, Bonnie captured the eyes of parade watchers in her hot pink Auburn boattail speedster replica.

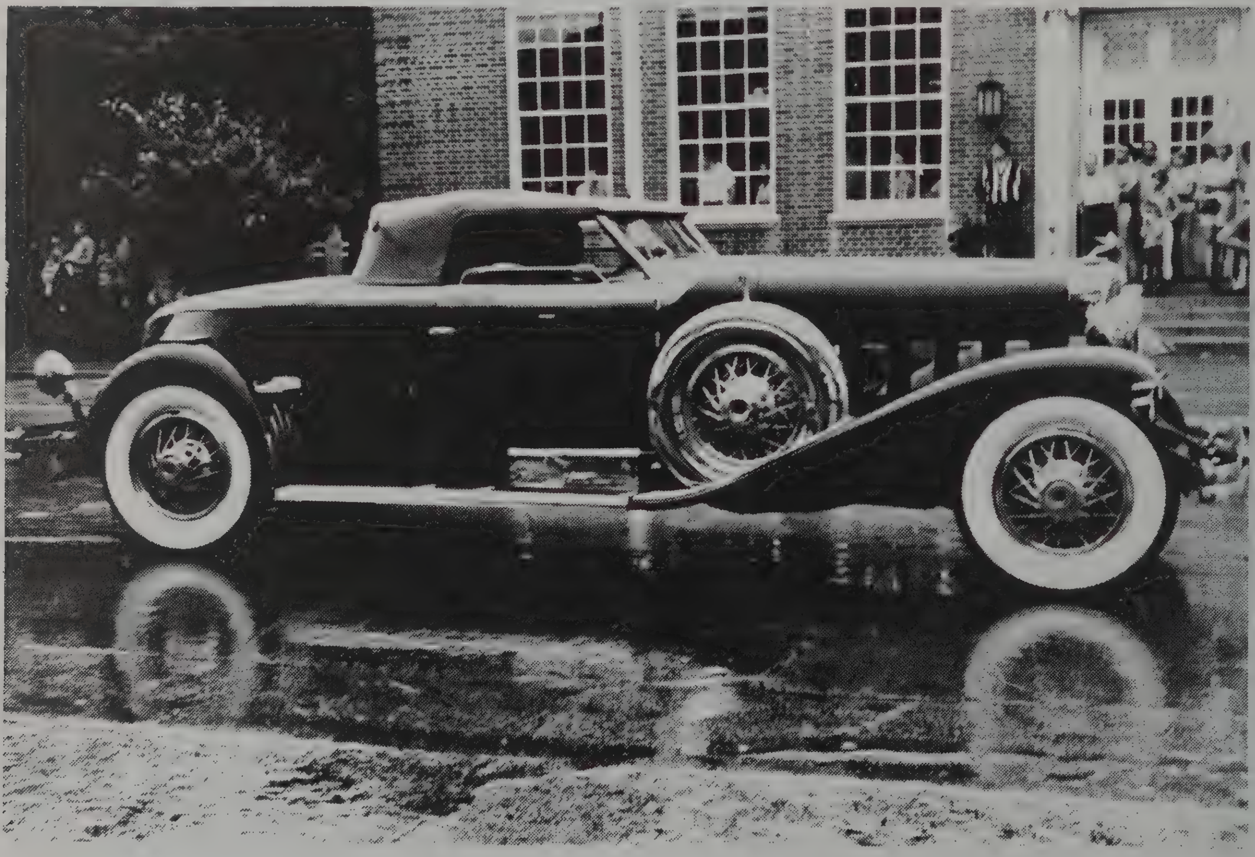
Dubbed the "Pink Panther" the speedster was two years in making at Glenn Pray's Oklahoma factory. The speedster is entirely pink, from the genuine leather upholstery right down to the engine block.

The horn plays Lara's Theme from Dr. Zhivago and the carpeting is a rich pink pile.

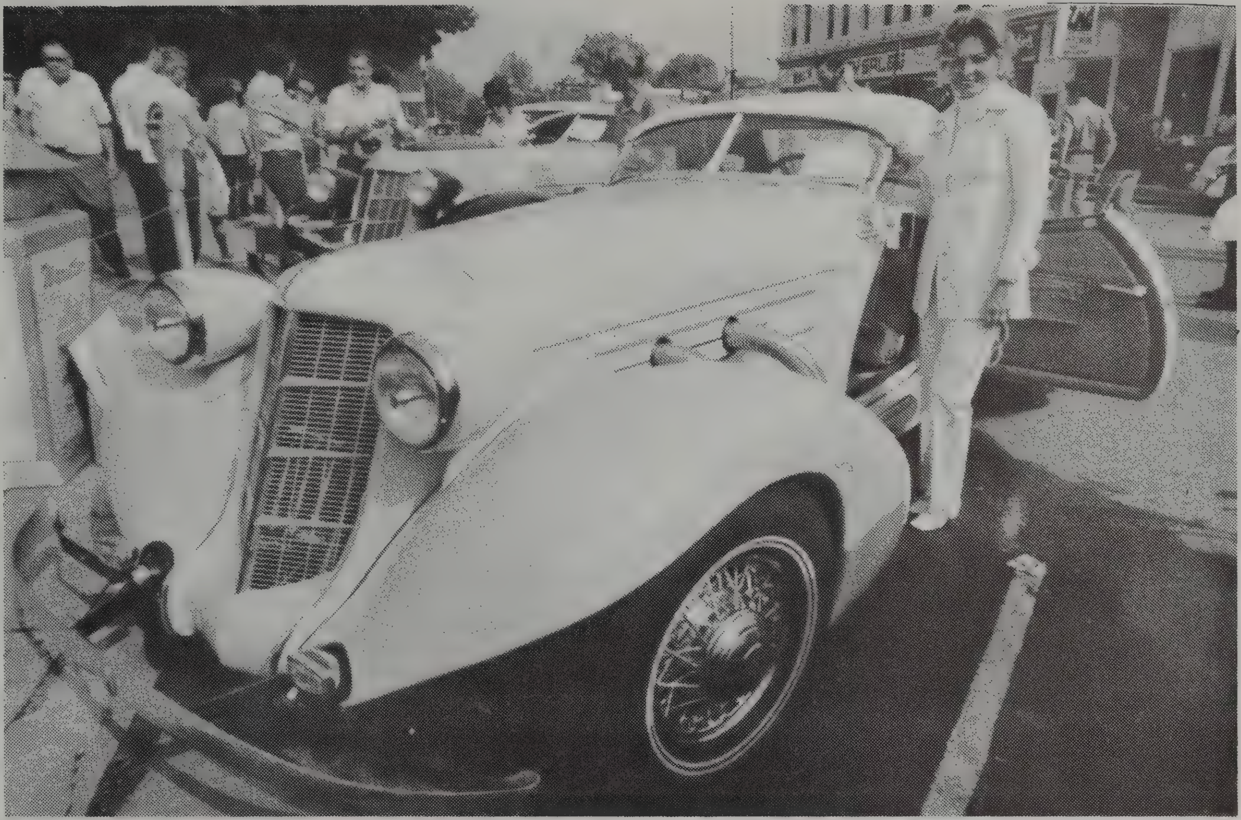
Although Dr. Heath has a stable of classic cars the Auburn boattail was the only body style that Mrs. Heath was attracted to. She uses the speedster daily to make shopping trips and run errands in Pittsburgh.

She chose pink because she wanted something "feminine" and because pink is her favorite color. The attention-getting replica was seen in Auburn for the first time in 1971 and is expected to be a regular visitor to the show.

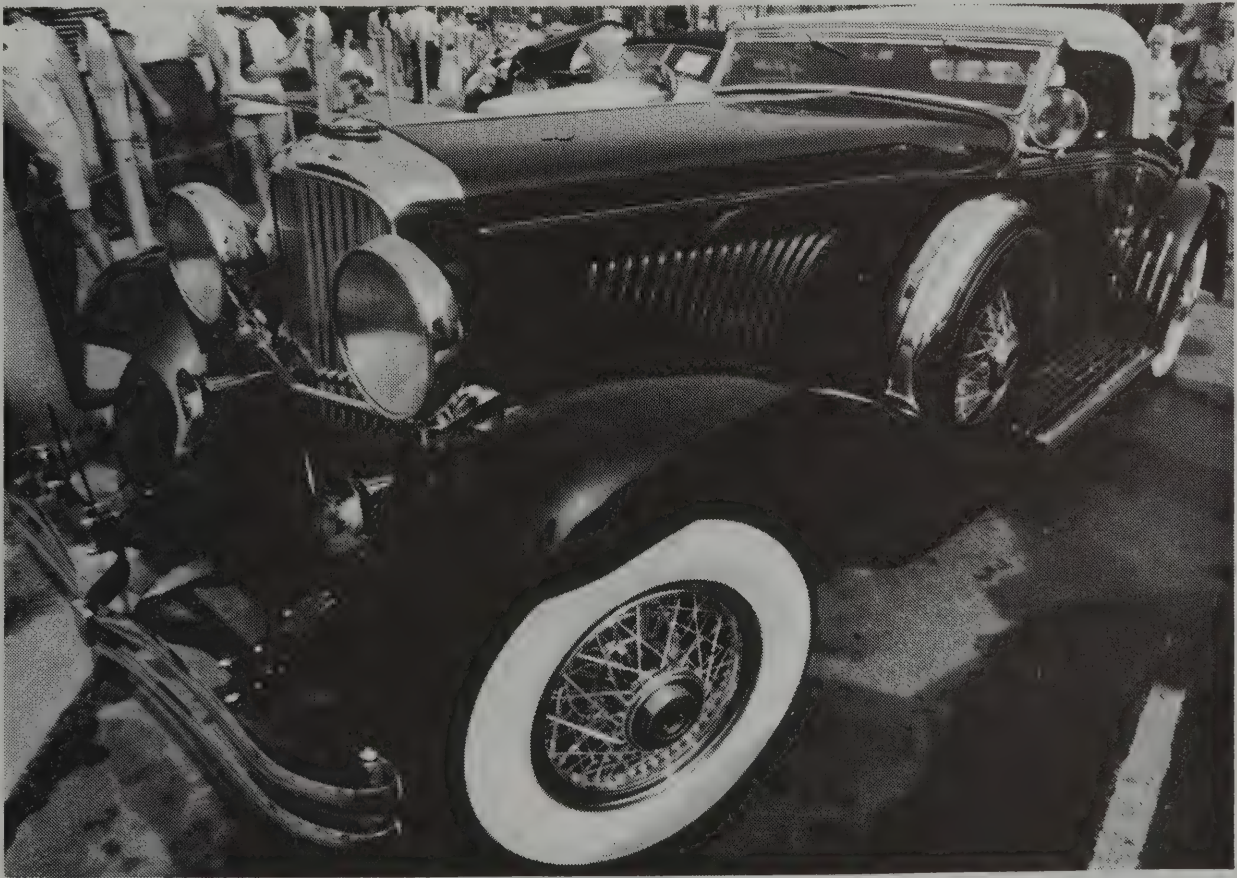
**RANDY BYAL**



Erle Heath's Duesenberg as it appeared in last year's rain dampened parade.

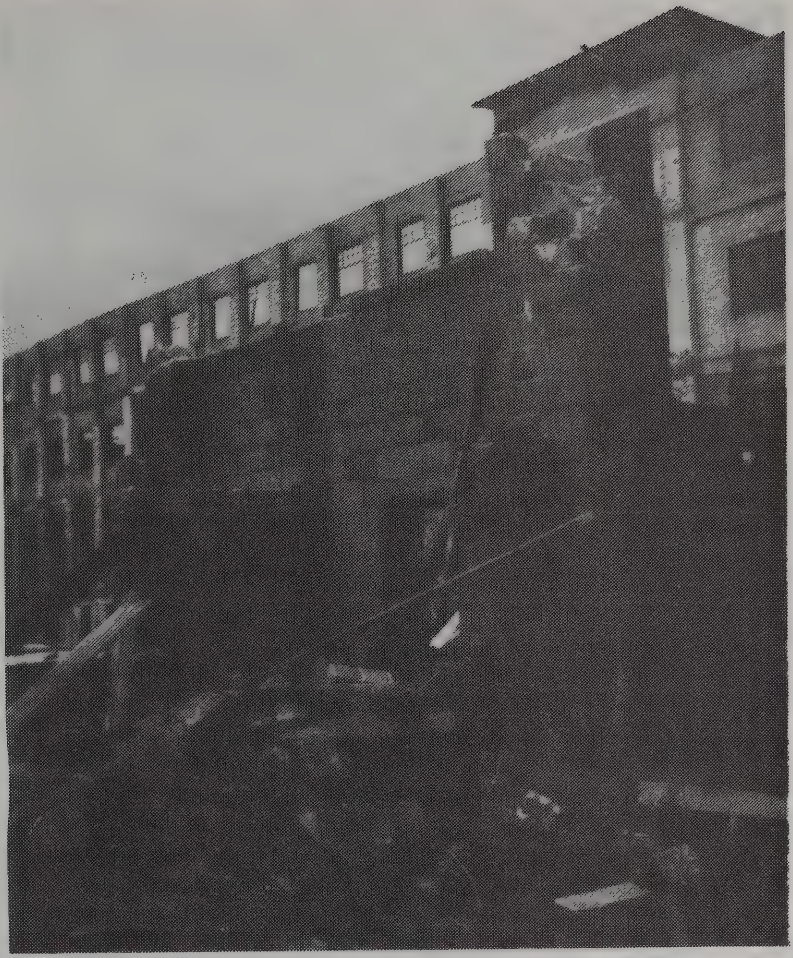


Bonnie Heath with her all pink "Pink Panther Auburn Speedster is pictured above while her husband Erle's 1930 Duesenberg Boatail Speedster is below.



They didn't make cars in Auburn after 1937, but the great era didn't really end until 25 years later when the old factory was torn down to make way for the Community Swimming Pool.

These photos of the demolition, capturing some of the gradeur of once great Auburn Automobile Company, were taken by Kevin Beuret.



JEWE
AL218

# True classic

## Lieberman's 1904 Auburn touring car big favorite with ACD crowd

Arthur Lieberman's 1904 Auburn rear-entry touring car captured the eyes and interests of literally thousands of visitors to the 1970 Auburn-Cord-Duesenberg reunion and as a result earned top honors at the annual classic car show.

The unique and superbly restored Auburn, which is unlike the first Auburn automobile unveiled at the Chicago Auto Show in 1903, was awarded the Popular Appeal Trophy given annually by the Auburn Chamber of Commerce, sponsors of the weekend event.

The gold popularity cup is given each year to the one car that is most admired by spectators at the show. The chain-driven Auburn with its two-cylinder engine and right-hand drive led an impressive line of classic Auburns in the "parade of classics" that highlights each ACD weekend.

Lieberman, who is from Chicago, showed the deep green Auburn embellished with solid brass fixtures and richly tufted leather upholstery for the first time in Auburn in 1970.

Prior to the Auburn showing the touring car was in London to participate in the annual London-to Brighton Run.

## Unusual rear entry door made identification of the car as an Auburn difficult

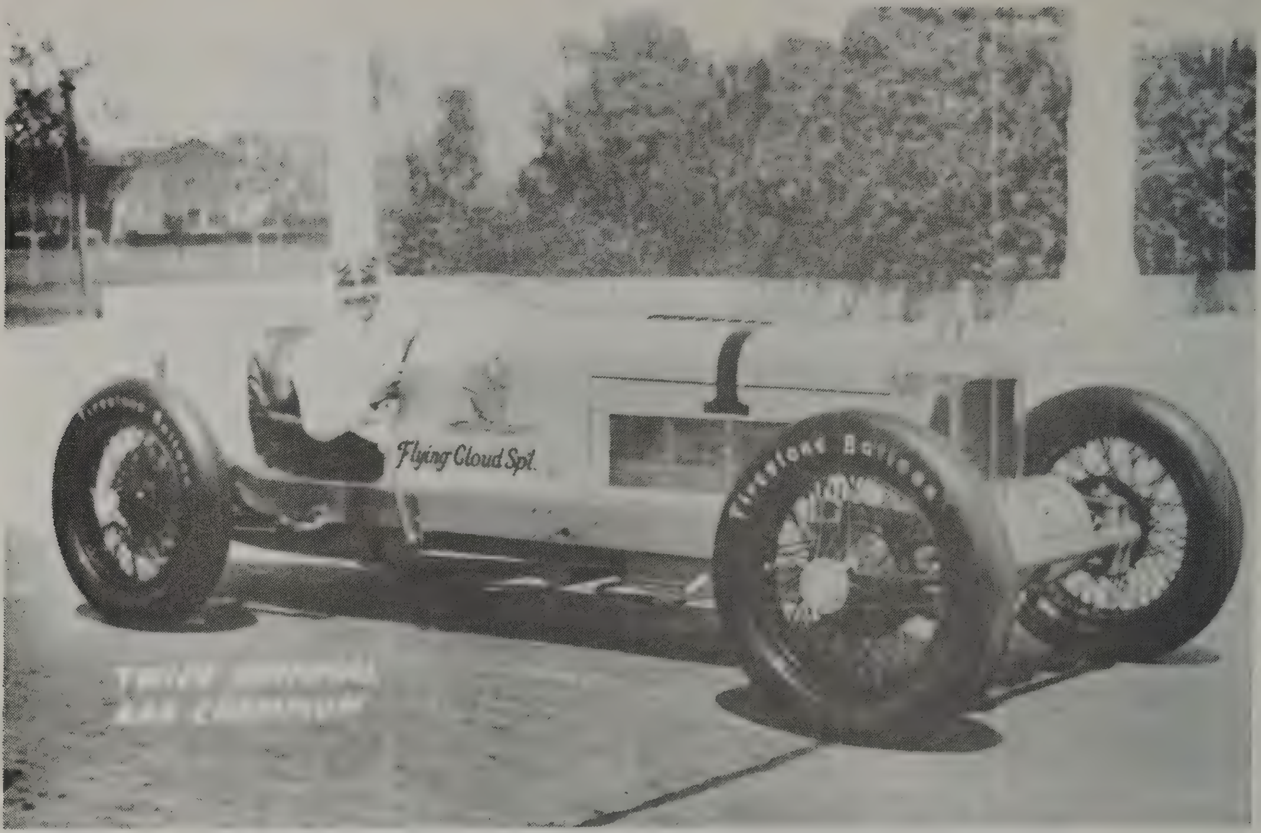
Arthur Lieberman

While in England the antique Auburn joined more than 200 other antique cars in the 53-mile race from London to Brighton. The annual race has taken place every year since 1896, excluding the war years, and has been instrumental in promoting interest in early automobiles. Only cars produced in 1904 or earlier are permitted to participate in the rally.

Lieberman located the early Auburn in a barn in Ohio during the mid-1960's and spent several years restoring the car to its present mint condition. When discovered the old touring car was hardly recognizable. Considerable effort was necessary to authenticate the car as an Auburn because of its rare rear entry door.

Lieberman is expected to bring the Auburn, his only ACD auto, to the 1972 Auburn-Cord-Duesenberg festival.

**RANDY BYAL**



Driving a Duesenberg-powered racer, Pete DePaolo won the 1925 Indy 500. He was the first driver to average more than 100 mph at the brickyard, a record that stood seven years.

# DePaolo in a Duesenberg

## Personable Pete DePaolo proves Mario Andretti was not the first Italian to make a hit at Indy

The power and endurance of the mighty engines created after World War I by two immigrant bicycle manufacturers, Fred and August Duesenberg, was verified for the entire world on Memorial Day in 1925 when Peter DePaolo won the classic Indianapolis 500-mile race by setting a new speed record.

Veteran driver Peter DePaolo relived the memories of his brilliant racing career of the mid 1920s at the 1971 Auburn-Cord-Duesenberg Festival when he once again climbed behind the wheel of a Duesenberg racer — But this time it was to take his place as Grand Marshal of the "Parade of Classics" that drew a record number of people to Auburn.

DePaolo, no stranger to the annual ACD reunions here, rode in a 1931 Duesenberg two-man racer brought to the 1971 event by classic car dealer Tiny Gould.

Gould, who has a race car collection in Trucksville, Pa., spent five years in assembling parts to restore the car which Fred Frame drove to a second place slot at the 1931 Indy 500 race. DePaolo's "Flying Cloud Special" that won in 1925 is believed lost.

DePaolo's racing career began in 1920 when he was a riding mechanic for his uncle, Ralph DePalma, winner of the 1915 Indianapolis 500. Pete began driving on his own in 1922 and entered seven of the Memorial Day classics before giving up racing in 1935.

Pete DePaolo set a number of records when he guided his Duesenberg to a victory in 1925. He captured the lead on the first lap and led the field through 500 miles in less than five hours.

His average speed was 101.13 m.p.h. making him, at 25, the first to break the 100-mph barrier at the brickyard. His record stood seven years.

DePaolo was the first driver to use balloon tires on the oval track and credits his victory to the use of those revolutionary Firestones. DePaolo says he entered the race hoping to set a record of 105 mph on those tires.

His feats earned his title of the "Golden Man" of racing that year and he became National AAA Champion in 1925 and 1927.

DePaolo's racing career came to an abrupt end in Barcelona, Spain in 1935 when he intentionally crashed his Masserati racer to avoid hitting three small children that had darted into the path of his car.

He lay in a Barcelona hospital unconscious for 11 days before "miraculously" awaking to see the same children praying at his bedside. He gave up racing that day.

A dynamic speaker with a warmth of personality unequalled among celebraties, DePaolo exchanged the racing circuit for the speaking circuit.

He carried a banner for safety to airplane mechanics during World War II and later joined Firestone Tire and Rubber Co. speaking about highway safety and driver education.

DePaolo speaks freely of his days as a famous driver, and flashes that same smile he wore on Victory Lane when he tells people he knew he had the race won when he started.

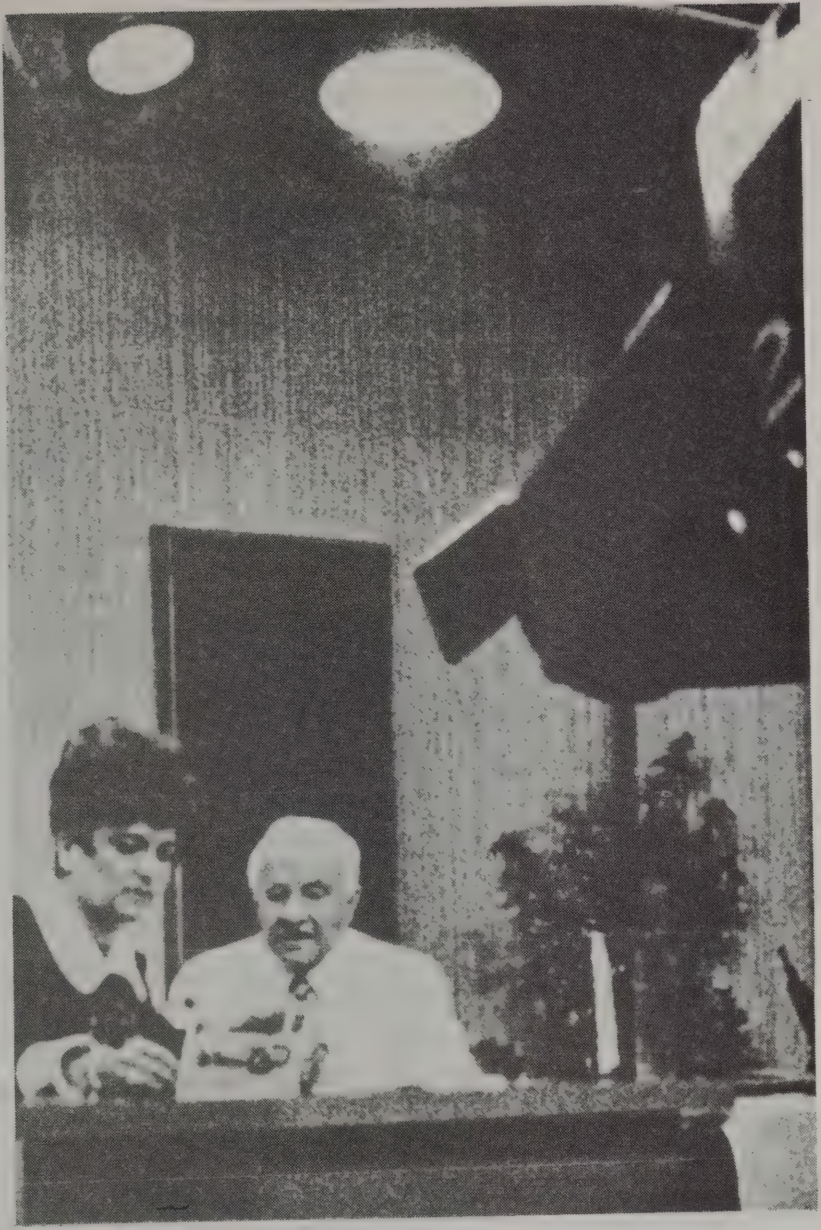
He points out that more endurance was needed in 1925 to withstand the pounding of the brickyard than Indy 500 drivers need today. He recalls losing 10 pounds in 1925 as his car shook and he mustered all his physical strength to keep it under control.

DePaolo's racer didn't have the safety features modern Indy racers possess. His Duesenberg had no seat belts, and the car's suspension and chassis could not withstand collision with the wall like today's cars. Fireproof suits for the drivers were unheard of.

As grand marshal at the 1971 ACD Festival, DePaolo was a guest on WANE TV's Ann Colone Show in Fort Wayne and was interviewed by local radio and television sportscasters and writers at a press conference.

He is expected to attend this year's ACD Festival.

— Randy Byal



Ann Cologne interviewed Pete on her Fort Wayne television show while he was here last year as Grand Marshall in the 'Parade of classics.'

**Cooper Industrial Products, Inc.**

*A Subsidiary of Cooper Tire & Rubber Co.*

Cooper INDUSTRIAL RUBBER PRODUCTS

**Rubber Products for use by Industry**

***725 West Eleventh Street*** ***AUBURN, INDIANA***

# The auction - a day of firsts, one year later the nation's biggest

When the big circus tents went up on Auburn's westside last Labor Day weekend they heralded the first Midwest United States Classic and Antique Car Auction.

The event, an instantaneous success inspite of inclement weather, climaxed the 16th annual Auburn-Cord-Duesenberg festival that drew an estimated 30,000 people to the quiet northeastern Indiana community that was birthplace to no less than 14 of America's early motorcars.

This Labor Day when the auction tents rise above the spacious grounds of DeKalb High School north of Auburn, they will host what is expected to be the largest and finest classic car auction in the nation's history.

That first auction in 1971 added another full day to the ACD weekend festival and created an interest for antique and classic car collectors of all breeds.

As traffic on the interstate highways leading into Auburn backed up for three miles in each direction that Monday morning an array of automobiles valued well in excess of $1 million was going onto the auction block.

Sporty Auburns, revolutionary Cords, elegant Duesenbergs — all a part of Auburn, Indiana's rich automotive heritage passed before the bidders as did classic Packards, Pierce Arrows, Rolls Royces, and even the simple "flivvers" that were born of the genius of Henry Ford.

In total more than 100 cars of all descriptions went up for sale. Some of the cars were truly museum pieces, other in original condition, and even some challenging to the most well-equipped restoration shop.

The sale was an unquestioned success because it came at the end of the season, giving the buyer opportunity to work on his new acquisition all winter, and at the same time giving the seller a chance to part with his car after having enjoyed showing it all summer.

Three Duesenbergs, the largest number ever put up for sale at the same time, drove through the auction tent that rainy day as more than 15,000 spectators strained to get close to the bidding.

The top bid of the day was $70,000 on 1931 Duesenberg LeGrande phaeton owned by Duesenberg expert Joe Kaufman, but it wasn't quite enough to persuade Kaufman to part with his perfectly restored classic.

Another 1931 Duesenberg, a dual cowl phaeton by LeBaron, received a top bid of $61,000. The third a 1932 dual cowl phaeton by LeBaron sold for $49,500.

The bidding went on throughout the day as the crowds swelled inspite of driving rains mixed with intermittent burst of sunshine.

When it was all over Auburn auctioneer Russell Kruse and his sons Dean, Daniel, and Dennis had auctioned with the advice of classic car dealer Leo Gephart of Englewood, Ohio, nearly 75 per cent of their consignments at an estimated price of $175,000.

Going home with new owners were the two Duesenbergs, a 1931 Cadillac V-12 convertible for $25,000; a prize-winning 1937 Cord 812 sedan for $12,000; a one-of-a-kind 1927 Erskine phaeton for $7,400; a 1932 Auburn V-12 convertible sedan for $12,000; a 1929 Auburn boattail speedster for $15,500; Mae West's V-12 1938 Cadillac formal sedan for $7,500; a 1911 Marion Bobcat designed by Stutz for $21,000; a 1931 Packard LeBaron convertible roadster for $16,500 and a variety of bargains ranging in price.

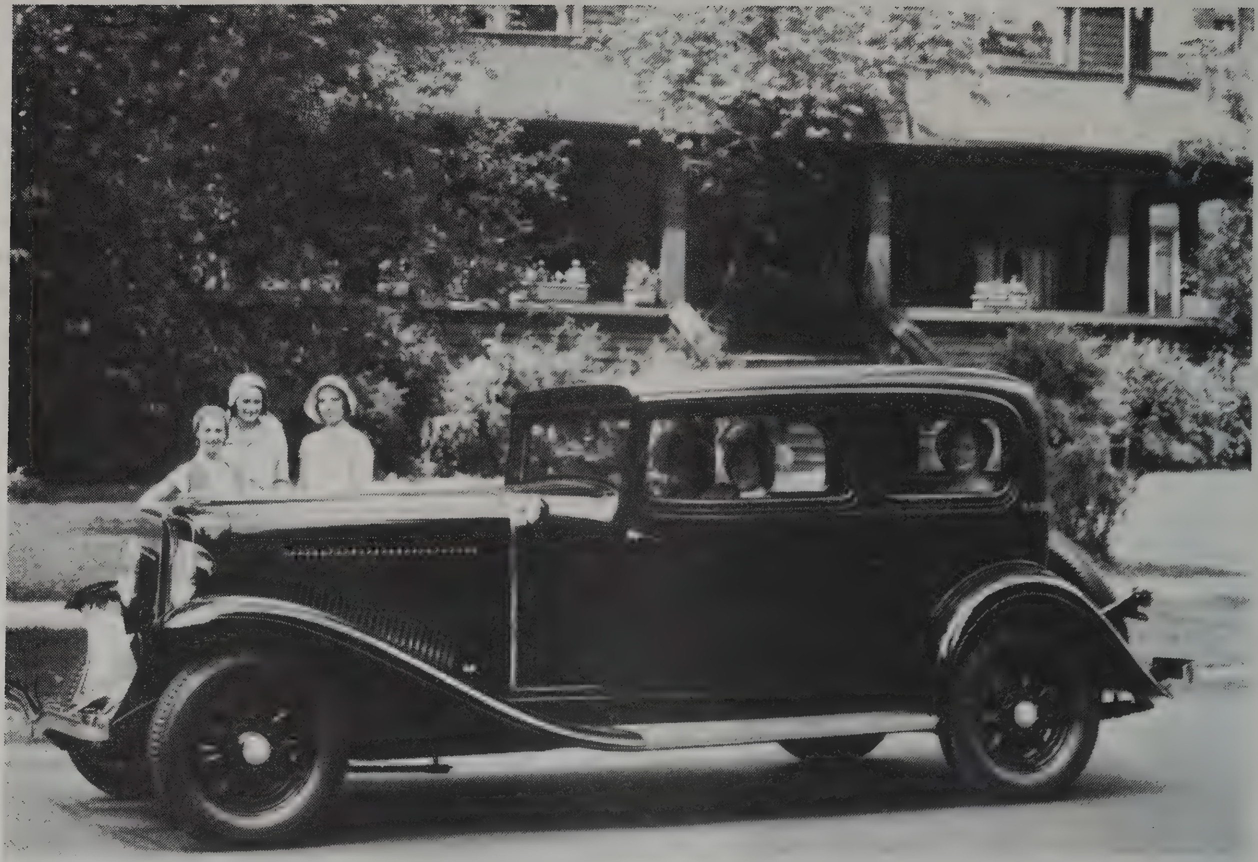
**Randy Byal**

$1 million in antique automobiles were going onto the block and the rush to see it happen backed up I-69 traffic three miles each way

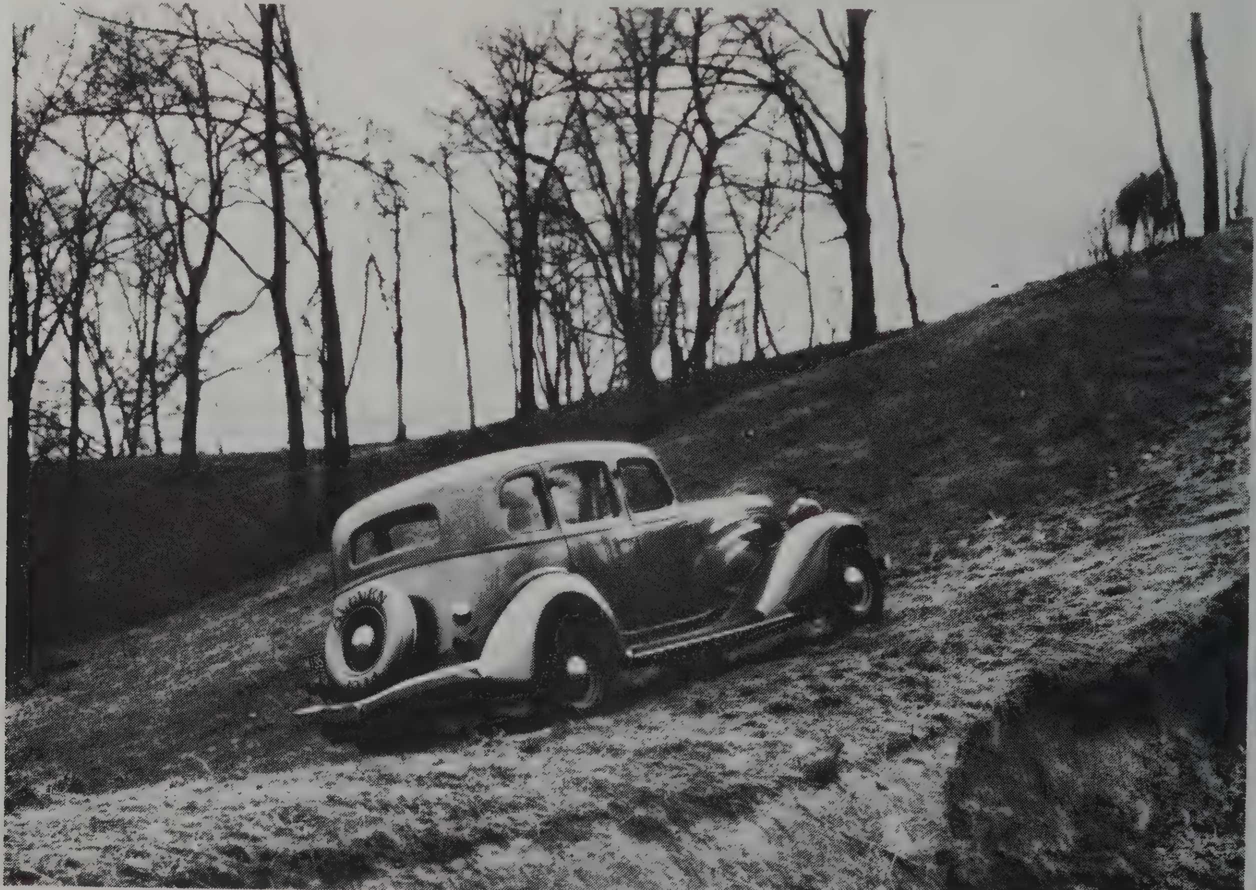
# THE AUCTION BLOCK

Russell Kruse

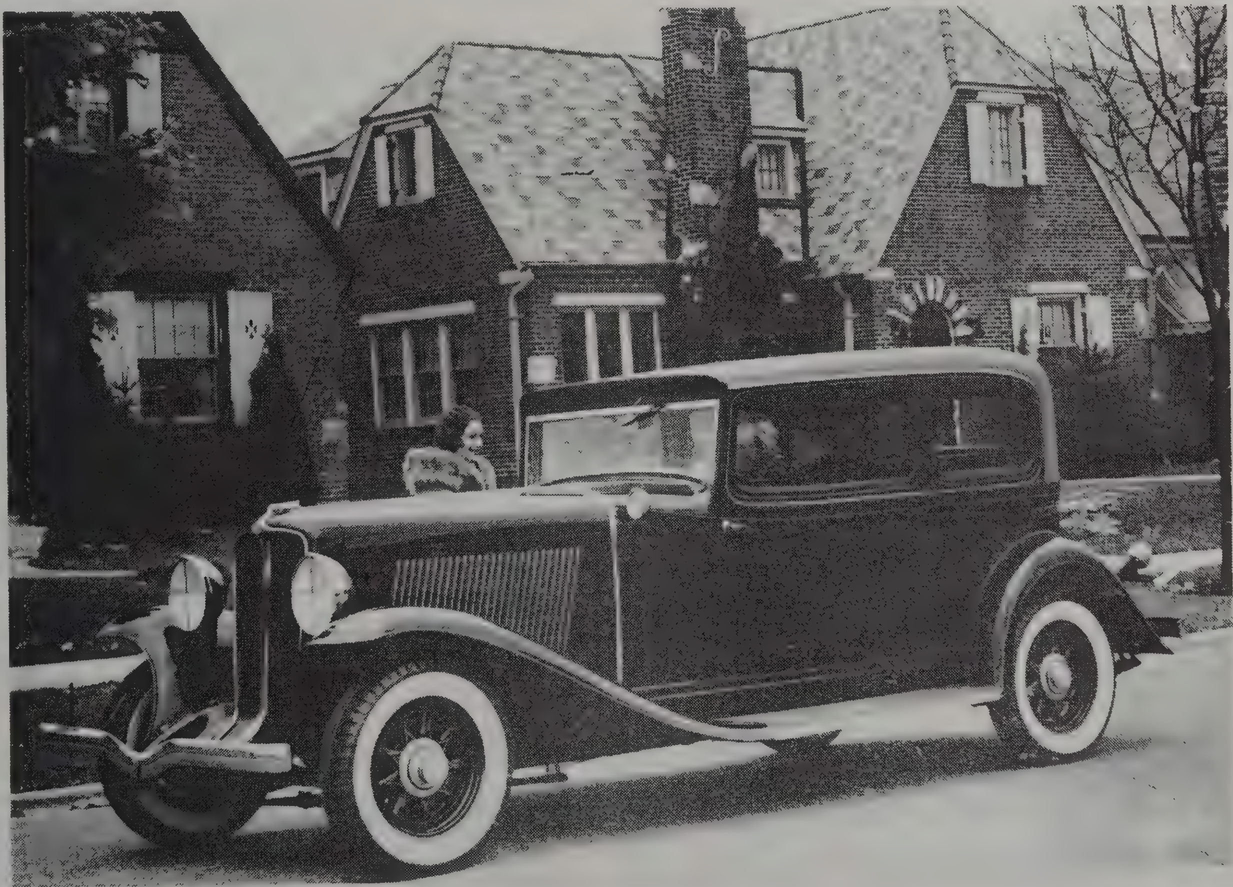
1911 Marion Bobcat

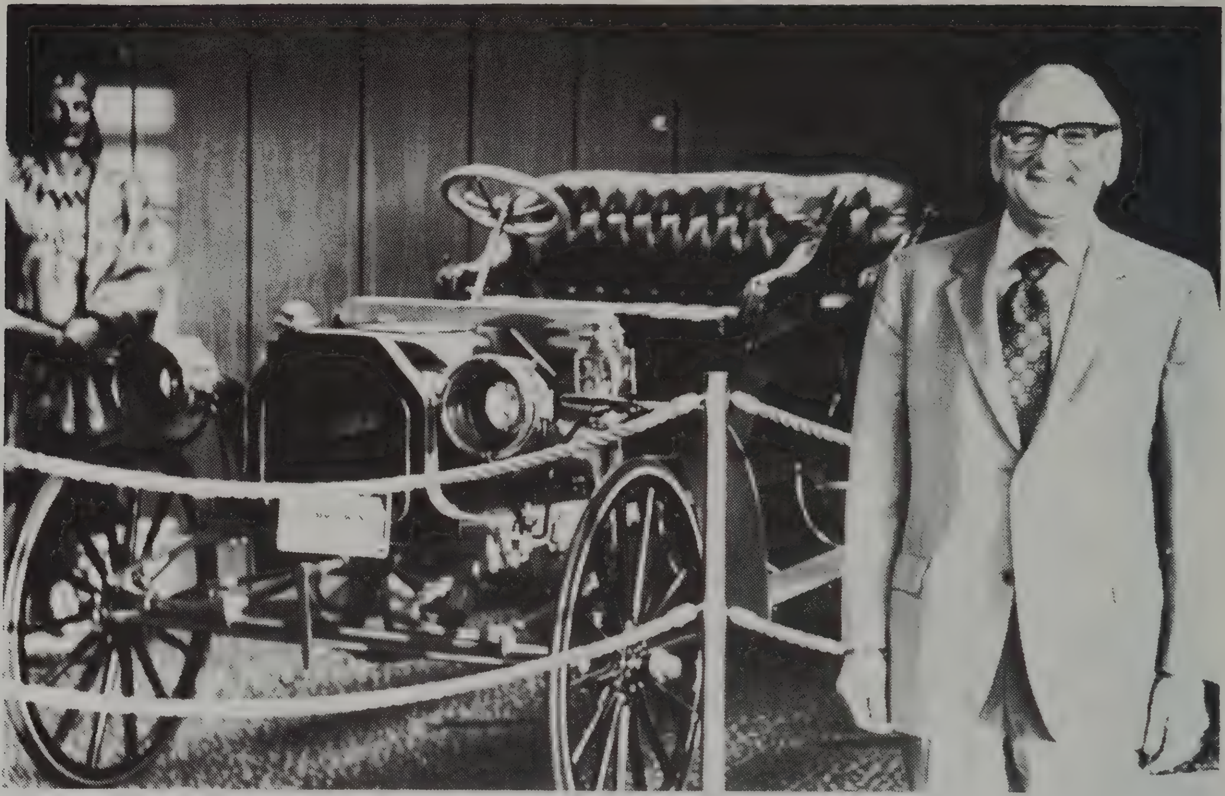


More photos from the collection of Randy Ema. Most were



used as publicity photos to promote sale of the automobiles





Eugene W. Zimmerman stands proudly before a 1909 Zimmerman touring car, the pride of his collection.

# Zimmerman has special fondness for Auburn

Eugene W. Zimmerman, one of the foremost collectors of antique and classic cars in the world, has a special fondness for Auburn, Ind., that few can claim.

Zimmerman is a distant relative of John Zimmerman who settled in DeKalb County in 1844 and whose grandsons Franklin and George Zimmerman established the Zimmerman Manufacturing Co. in 1886.

A 1909 Zimmerman Touring Car produced by the company is the trademark of Zimmerman's Automobilorama, a 250-car museum in Harrisburg, Pa.

The rare Zimmerman auto was produced in the same year that "Gene" Zimmerman was born and is accorded a place of honor in the lobby of the three-story museum. The museum is incorporated with Zimmerman's Holiday West Motel, one of three motels and hotels he owns in the city.

Zimmerman's success is truly a "Horatio Alger" story. He rose from an Oldsmobile mechanic in 1938 to one of the most successful and well resepcted businessmen in Pennsylvania.

Among antique automobile collectors his fame is unequalled and his enthusiasm untiring. His collection is second in number only to the Harrah collection in Reno, Nev., and it claims to have the largest number of one-of-a-kind autos and the most pre-1915 models on display.

Zimmerman is proud of his collection of restored autos and speaks freely of the "rags-to-riches" path he took

*House of Spirits*
Marion Rink, Owner
202 S. Union Street
Phone 925-2918

to the level of success he now enjoys.

Raised by his widowed mother, Zimmerman only had two years of high school before opening his own garage as an Oldsmobile mechanic. Oddly enough his first antique car was a 1901 curved dash Olds that he restored himself.

The ever-smiling collector knows cars from the ground up and frequently chats with visitors to his museum, sometimes even walking with them along the endless rows of cars and other antiques.

His eyes gleam with pride as he explains the features of the different cars and the history behind each of them.

The Auburn-built cars, Auburns, Cords, and Duesenbergs are among his favorites and are often taken from the showrooms to appear at shows about the country.

His spacious hilltop motel has been the site of numerous spring meets of the ACD Club, although he has only been to Auburn twice. One year he brought his famed 1929 Duesenberg Model J Beverly Sedan once owned by tobacco heiress Doris Duke. The car is one of a very few phaetons with a Murphy body.

Zimmerman has two other Duesenbergs, a boattail speedster and another Model J phaeton. Both are in the process of being restored. The incomplete speedster is a one-of-a-kind model built on a low-slung frame.

An impressive line of Auburns highlights the first floor of the museum. The finest ever produced are there, including three boattail speedsters of different years.

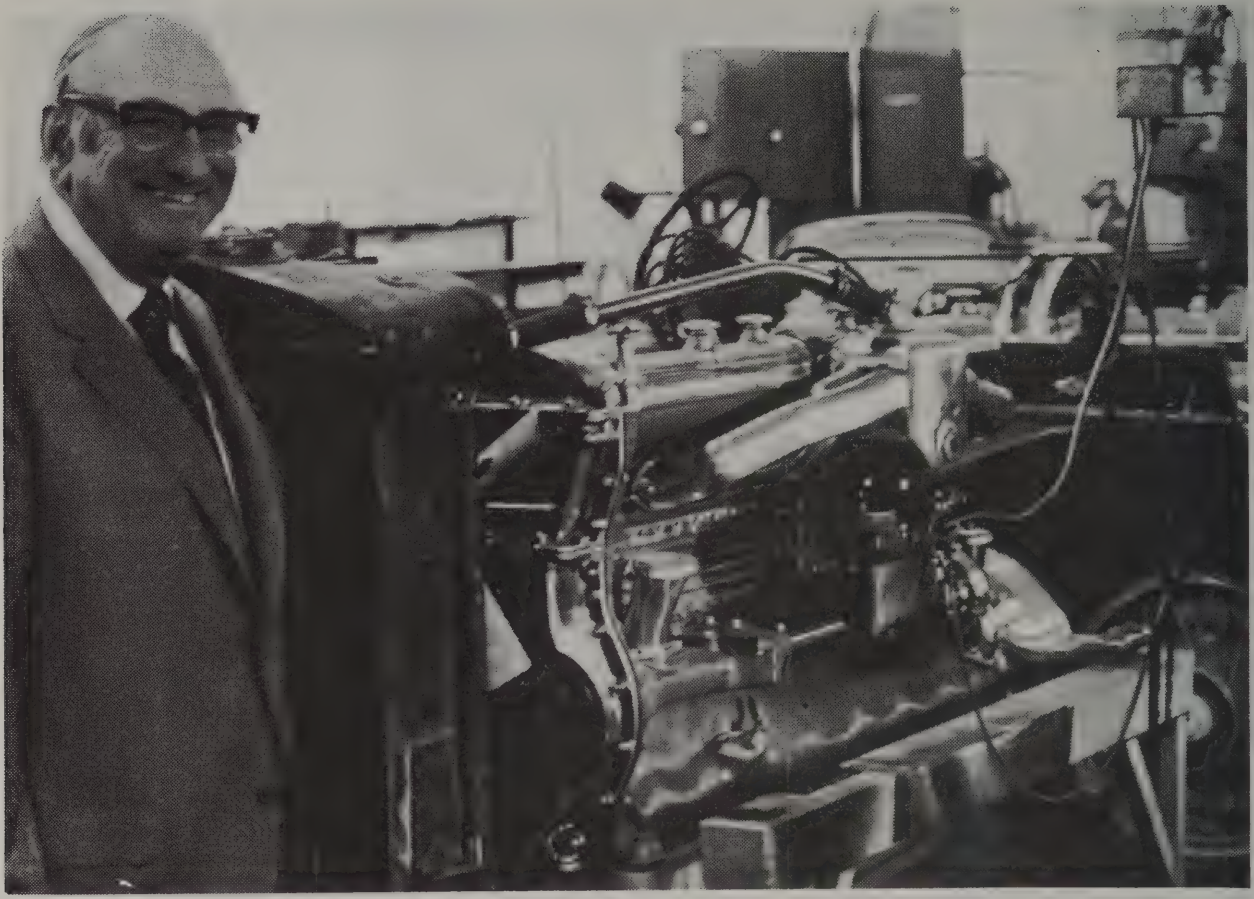
A bright orange 1933 V-12 Auburn boattail salon speedster is the highlight of the collection. Only recently completed in the museum's restoration shop, the classic gleams with highly polished lacquer and chrome. When first acquired by Zimmerman in Tennessee the car was a "basket case."

A kelly green 1936 Auburn 851 boattail speedster flanks the V-12 on one side and a 1928 Model 120 Auburn speedster on the other. The two-tone yellow and black 1928 model was acquired by Zimmerman at the Sothby Auction in England in 1966. The car features right-hand drive.

A 1931 Auburn convertible coupe and a 1932 Auburn all weather phaeton round out the Auburn collection. Two Cords, a 1929 L-29 sport sedan and a 1937 Cord V-8 phaeton are the other members of the ACD family in Zimmerman's collection.

An Oldsmobile mechanic in 1938, Zimmerman rose to become one of Pennsylvania's most successful businessmen, and the owner of one of the most valuable auto collections in the world.

FTD **Armstrong Bouquet** TELEFLORA
We're Proud of Auburn . . . Past and Present



Zimmerman with the engine of a dual cowl Duesenberg Model J phaeton, under restoration at his museum

Examples of all the "classic" automobiles this country produced in the early thirties are on display at the E.W. Zimmerman Automobilorama in Harrisburg, Pa.

Auburns, Cords, Duesenbergs, Packards, Lincolns, Cadillacs, Pierce Arrows, Chryslers—each fully restored to the glory that was once theirs—adorn the aisles in the Zimmerman collection.

Yet of all these superb examples of workmanship and design the Auburn is considered the finest by the veteran mechanic and businessman.

Zimmerman's favorite in the ACD stable is a 1932 V-12 Auburn all-weather phaeton. The two-tone green Auburn has been driven by Zimmerman to more meets than any car in the collection. He had the car specially equipped with air conditioning so he could drive it year round.

He said, "That Auburn will out perform any other car. Its performance is equal to any other V-12 produced. It is equipped with front and rear hydraulic brakes and can turn with the ease of one finger. My wife can drive it easily."

Zimmerman said the Auburn could compare with the Cadillacs, Packards and Pierce Arrows of the day but it was never really accepted.

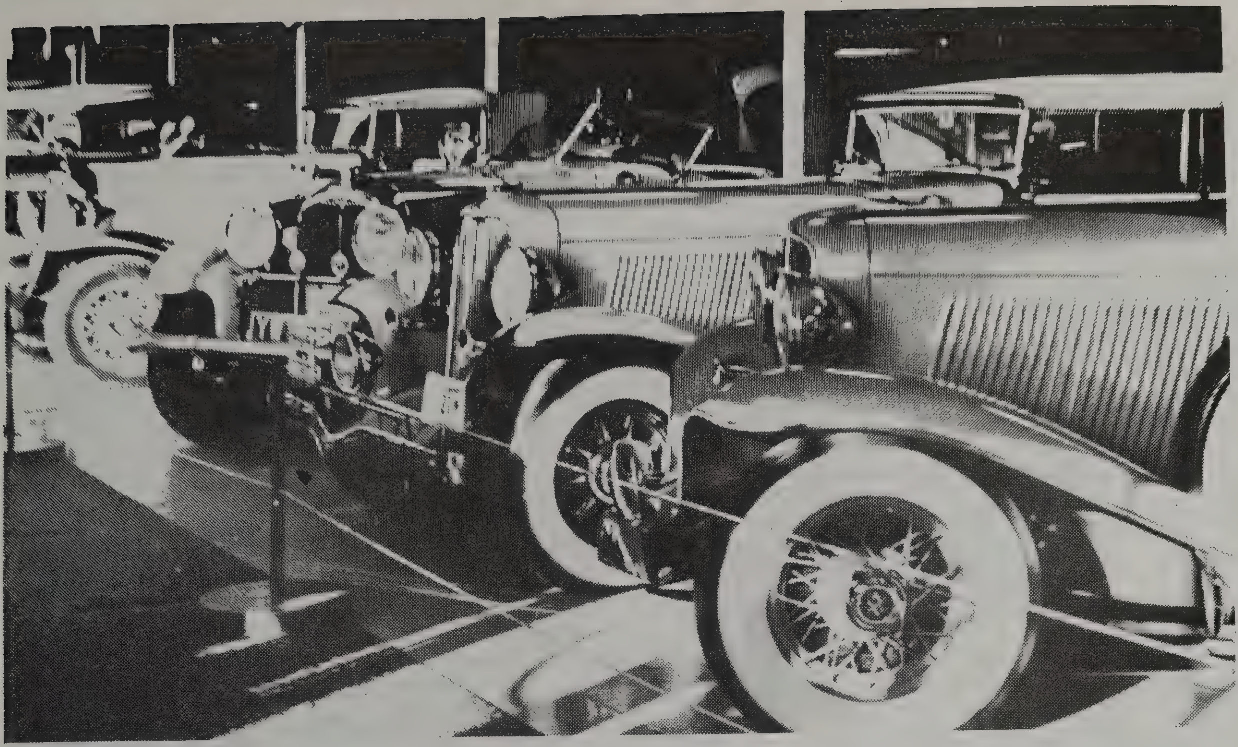
"I can sit here among all these cars, and I hear people say this and that, but I have been a mechanic and I have driven them all. No one can really appreciate what a great car the Auburn was. They gave so much more," Zimmerman said.

He pointed out how Auburn introduced hydraulic brakes in 1928 when the Cadillacs, Lincolns, Packards, and Chryslers still relied on mechanical brakes. He said Auburn pioneered the synchromesh transmission before the other classics too.

"People ask me why I drive the Auburn when I have all these other classics. But mechanically none of them can touch the performance of the Auburn. The Auburns were without a doubt the finest, but they couldn't sell that fact to the public," he said.

The Duesenberg also ranks high on Zimmerman's list of the

WELCOME ACD FANS from DeKalb Countys Largest 1 Stop Store
for Simplicity, Toro, & Lawn Boy Lawn & Garden Equip., Evinrude Motors,
Mirro-Craft & Steury Boats, Gator Trailers, Ski-Doo Snowmobiles & Clothing
McCulloch Chain Saws, Max ATV's
CULBERTSON SALES & SERVICE, INC.
Route 1, Auburn
Auburn PH 925-4078



Several of the Auburns in Zimmerman's collection

classics, but the automotive expert is quick to point out that the demise of the great "Ds" was predestined by company policy.

"No mightier car was ever built than the Duesenberg, but the car failed in not keeping up with the times. The Duesenberg was ahead of its time in 1929 but by 1932 the others had caught up while it was basically the same. The car had the same transmission and buffalo wheels. Some were even being manufactured with used frames. The only change made was the addition of the supercharger," Zimmerman said.

He predicted, "If Duesenberg had had put in a synchromesh transmission and a few other new features it might have succeeded. They were also working on a V-12 engine but it was never introduced."

Zimmerman views 1931 as the finest year for American classics and has nearly every make of car produced during that year.

Aside from the ACD cars one of the highlights of the museum collection is a 1933 Packard V-12 boattail speedster given by Carole Lombard to Clark Gable.

The collection also features memoribilia from some of Hollywood's finest film classics. Ben Hur's chariot, the cable car in Street Car of Desire, the space ship from the Forbidden Planet, and the royal coach used in the Coronation are just some of the other items in the museum.

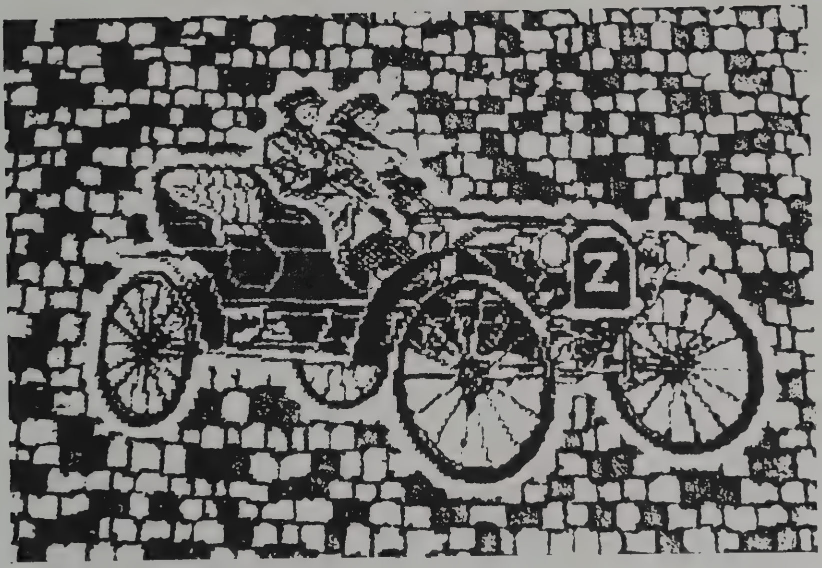
*Auburn Foundry*

**Producers of Quality Gray Iron Castings**
**for the following Industries**

**Automotive** **Truck**
**Refrigeration** **Pump & Compressor**

*West 11th St.* *Auburn, Ind.*

With a rare Duesenberg boattail body behind him, and a Duesenberg phaeton fender in the foreground, Zimmerman is surrounded by parts from the car he calls "the mightiest ever."



The Zimmerman trademark, woven into the carpeting in Zimmerman's Pennsylvania museum.

The key to the continuing expansion of Zimmerman's Automobilorama is a complete restoration shop and the skilled craftsmen that rebuild each new acquisition from the frame up.

Many of the cars in the collection were acquired by Zimmerman when he purchased the entire Princeton Antique Auto collection. Zimmerman described most of the antique cars in the collection as "jewels in the rough."

Workmen at the shop restored many of those cars as well as the annual purchases made by Zimmerman. The rare 1909 Zimmerman that is the centerpiece of the museum was also a "basket case" when brought to the restoration shop. Workmen were faced with repairing the two-cylinder engine and fashioning wooden fenders for the old touring car.

In the last three years the restoration shop has worked continually to upgrade the collection. More recently work on other cars has been suspended so that the two Duesenbergs might be completed this year.

The highlight of the ACD stable will be the rare Duesenberg Model J underslung boattail speedster designed by Gordon Buehrig.

Zimmerman is still doing research on the car which was reportedly built by Augie Duesenberg for a South American baron who raced the car. Zimmerman retrieved the Duesenberg from South America in pieces, and only after getting it back to Harrisburg discovered that it had a 124-inch wheelbase, the shortest known to exist.

Zimmerman says the frame was designed and specially lightened by Augie Duesenberg and that the overhead-cam engine has been pinpointed as one of the engines the Duesenberg

Webb Printing Co.
Division of Webb Dog Shows, Inc.
500 North Street Auburn, Ind. 925-2566

The highlight of the ACD stable will be the rare Duesenberg Model J underslung boattail speedster designed by Gordon Buehrig.

brothers assembled during a experimental testing period.

Almost every feature of the car has had to be hand crafted including the body. Zimmerman has had the speedster for more than four years but has only in the last year worked seriously to complete its restoration.

Also underway in the restoration shop is a Duesenberg Model J dual cowl phaeton. The chassis for that long wheelbase "D" was found by Zimmerman in Virginia with a tree growing up through it. Zimmerman has travelled all over seeking parts for the car.

Zimmerman regularly adds both restored and unrestored cars to the collection. In addition to the cars on display he has cars and parts stored in one wing of the museum and at another location.

He prefers to acquire cars from estates and private collectors. He says many car owners desire to see their cherished cars placed in a museum rather than sold to classic car dealers.

Although Zimmerman has bought cars at auctions he predicts that the auctions will soon reach their peak and die out as auctioneers and dealers compete for commissions.

He says the high prices brought at recent auctions have brought more cars out for sale that in previous years couldn't be bargained for.

Zimmerman hopes to add an early Auburn and a rare four-cylinder Zimmerman to his collection when he can locate one.

**RANDY BYAL**

SPICER CLUTCH DIVISION
DANA
TURNING POWER INTO PROGRESS THROUGHOUT THE WORLD
CLUTCHES
Heavy Duty
Light Duty
Agriculture
The Road Trucks
Automotive
Industrial
Hydrostatic
Conventional
Dune Buggy
SMALL AXLES
Garden Tractor
Grave Digger
Sand-Trap Rake
Golf Cart

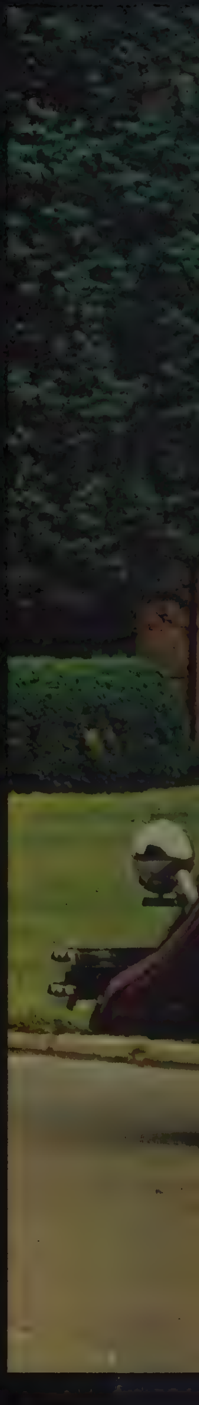
Eckhart Public Library

603 S. Jackson Street Auburn, IN 46706
Phone: 219-925-2414

Patron is responsible for all
material borrowed.

DO NOT CIRCULAT

ECKHART PUBLIC LIB.
8401 9100 060 073 0



HECKMAN
BINDERY, INC.
Bound-To-Please®
OCT 03
N. MANCHESTER, INDIANA 46962